

PRESS RELEASE
Sunday 7 February 2010
FOR IMMEDIATE RELEASE



WA's largest community event set to become WA's largest fundraiser.

With registrations opening today (Sunday February 7), the Rebel Sport City to Surf for Activ is moving into new territory and is set to become the state's largest single day fundraiser. In 2010 the 36 year old event will be encouraging all participants to get inspired, get motivated, and get fundraising.

Following models of the worlds best running carnivals, the New York Marathon, Sydney City2Surf and the world's largest annual fundraiser, the London Marathon, Perth's most loved community event it set to become even more meaningful to it's 40,000 participants.

The event will continue to raise money via entry fees for it's partner charity, Activ, but the official fundraising efforts will now be opened up to other WA charities.

The initiative is called the Activ Charity Challenge, titled so to feature the event's partner charity, but the message is simple...Run for a cause, yours, or ours...

"We want to create a culture of fundraising and encourage people to get involved beyond just registration" Event Manager Laura McKelvey. "World's best practice proves that events like ours can make such a contribution to the community, with 40,000 healthy active people running and working up a sweat for good causes, and we want to facilitate that with our event".

"If you're running London the first question anyone asks is 'who are you running for?', that's the culture we aim to create."

Activ will remain the partner charity of the Rebel Sport City to Surf for Activ and proceeds from the event will continue to directly benefit the charity.

Activ CEO Tony Vis said:

"The Activ Charity Challenge is about building on the community spirit of giving. The Rebel Sport City to Surf for Activ participants can create their own webpage online and ask their friends and family to sponsor them.

As the partner charity, we are hoping many participants will choose Activ as their cause. Funds raised for Activ will make a real difference to the lives of our fellow West Australians with disabilities in providing employment, accommodation, transport, training and development.

We have opened the Activ Charity Challenge to other causes as we wish to encourage as many as possible of the 40,000 event participants to raise funds for a good cause. With this many people, it's natural that certain individuals may have a particular cause they are passionate about contributing to. This will establish individual fundraising as a major part of the Rebel Sport City to Surf for Activ. "

Fundraising efforts will be highlighted on the Rebel Sport City to Surf for Activ Website from now right through to race day at www.perthcitytosurf.com .

The Rebel Sport City to Surf for Activ which includes a Marathon, Half Marathon, Channel Nine 12km Run, 12km walk, 11km wheelchair event and 4km run/walk will be run on Sunday August 29th 2010. Organisers expect participation to top 40,000. Registrations are now open.

Further details on fundraising can be found on the Rebel Sport City to Surf for Activ website
www.perthcitytosurf.com

Website: www.perthcitytosurf.com

For additional press information contact event office

Telephone: (08) 9226 1233

Email: citytosurf@csports.com.au

