

PRESS RELEASE
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Fever and Eagles help Launch City to Surf

The 2010 Rebel Sport City to Surf for Activ was today launched at the new WA Basketball Centre.

West Coast Eagles player Chris Masten and West Coast Fevers Sarah Ebbott and Leah Shoard helped event sponsors and WA Runners by taking part in the inaugural 'Prime Health Sponsors Challenge'.

With only 10 weeks to go until the big day, event sponsors led the charge by getting behind the launch activities. Teams from Rebel Sport, Activ, Westpac, Chevron, Skins, Prime Health Group, and the WA All Stars took part in fun and exciting program of training challenges.

"Our campaign is well underway and today our event sponsors have helped kick start training programs, registrations and fundraising for this year's event" Thomas Wagner Media Manager.

This year has seen the launch of the Activ Charity Challenge, an initiative to encourage people to not only register and take part in the Rebel Sport City to Surf for Activ, but while doing so raise money for a charity organisation close to their heart. A team from Activ was there to help raise awareness about the increased focus on charity fundraising for this year's Rebel Sport City to Surf for Activ.

The WA Running community was represented by Chris De Boer and Stephen Stingemore. They are excited about the continued growth of the City to Surf and the positive impact it is having on WA Athletics, and in particular the running community.

"The day encouraged all participants from the elite athletes through to some of WA's corporate leaders and people of all walks of life, to get inspired, get involved and above all else to have fun; these themes being the backbone of the City to Surf event over a 35 years history" Laura McKelvey Event Manager.

The Rebel Sport City to Surf for Activ is WA's largest community sporting event now in its 36th year and includes the Chevron Marathon, Westpac Half Marathon, Channel Nine 12km Run, Appealathon 12km Walk, Westpac 11km Wheelchair and the Nissan 4km Walk/Run. The event will be taking place on Sunday 29 August.

Organisers are expecting a field of over 40,000 participants across all events in 2010. Registrations are now open.

Further details about the Rebel Sport City to Surf for Activ can be found at www.perthcitytosurf.com

Website: www.perthcitytosurf.com

For additional information contact event office

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