

**PRESS RELEASE**  
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**FOR IMMEDIATE RELEASE**



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## **WESTPAC AND KAILIS JEWELLERY SUPPORT UNIQUE FUNDRAISING CHALLENGE FOR WA'S LARGEST COMMUNITY SPORTING EVENT**

The 2010 Rebel Sport City to Surf for Activ is proud to launch the latest of a number of fundraising initiatives linked to this year's Rebel Sport City to Surf for Activ. The Westpac Battle of the Bosses is the latest charity fundraising venture that is aimed at bosses of all kinds to support their chosen charity and fundraising during their preparation for the Rebel Sport City to Surf for Activ.

With the world's biggest running carnivals in mind, organisers aim to turn the Perth event into the states biggest annual fundraising day. Bosses from around the nation are being encouraged to lead by example and kick start team charity fundraising for their businesses.

The fundraising challenge is open to CEO's, Managing Directors, Business Owners, Store Managers and bosses of all kinds and levels. Fundraisers can choose from over 100 charities to support, including the events Partner Charity Activ, who's CEO Tony Vis will be running in the Westpac Half Marathon while taking part in the Westpac Battle of the Bosses. "I will be out there fundraising for Activ in my preparation for the Westpac Half Marathon. The Westpac Battle of the Bosses is a wonderful way to get involved in charity fundraising, and we hope that business leaders around the state register to get involved" he stated.

With industry leader's including General Manager of Channel Nine, Ian McRae getting behind the challenge, event organisers hope to make a real difference to charities across WA by encouraging bosses of all kinds to take part in the event while raising money for their chosen charity.

"Activ is a charity very close to Channel Nine's heart and has a long association with Appealathon. We have proudly sponsored the City to Surf for Activ for a number of years and this year we have extended that support to include the naming rights of the Channel Nine 12km Run and the Appealathon 12km Walk. Last year around 60 staff rallied together family and friends and registered for the event with some even tackling the 42km marathon which was a terrific effort. My family and I will again be at the starting line this year to celebrate and take part in this magnificent community event." Mr McRae will be taking part in the Westpac Battle of the Bosses and will be fundraising for the Appealathon Team.

The challenge is being supported by two wonderful sponsors, Westpac and Kailis Jewellery, who are both proud to be able to support local charity through this initiative. Westpac State Manager Greg Newman said "I'm looking forward to joining the Westpac 21km Half Marathon through the city which has now taken on a new dimension, with the Westpac Battle of the Bosses to raise funds for our favourite charity. I'll be really motivated by the support of all my donators to the Surf Life Saving. As a result of all our efforts to fundraise, rescue services including the Westpac chopper and Surf Club, can continue to keep us safe each summer with their patrols."

Alex Kailis of Kailis Jewellery is also thrilled to be able to support local charity organisations via this iconic event, and has put forward magnificent prizes from Kailis Jewellery to help promote the initiative. "The City to Surf is an iconic Western Australian event that our family has been participating in for many years, and being a Western Australian business we are proud to be able to support the Westpac Battle of the Bosses by encouraging business leaders to support charity".

The highest fundraiser will receive a \$5000 voucher from Kailis Jewellery as well as an additional \$5000 donation to their chosen charity from Westpac. The remaining bosses in the top ten fundraisers will all receive a magnificent Black Mother of Pearl Pen from Kailis Jewellery.

Bosses at any level that are keen to become involved in the Westpac Battle of the Bosses can find more information at the event website [www.perthcitytosurf.com](http://www.perthcitytosurf.com).

The Rebel Sport City to Surf for Activ will be held on Sunday, August 29<sup>th</sup> 2010 and consists of the Chevron Marathon, Westpac Half Marathon, Channel Nine 12km Run, Appealathon 12km Walk, Westpac 11km Wheelchair and the Nissan 4km Walk/Run.

Registration links and further information on Westpac Battle of the Bosses is available at [www.perthcitytosurf.com](http://www.perthcitytosurf.com). If your charity is interested in registering as part of the Rebel Sport City to Surf for Activ please contact Indi French on (08) 9436 0262 or [indi@cspports.com.au](mailto:indi@cspports.com.au)

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Website: [www.perthcitytosurf.com](http://www.perthcitytosurf.com)

For additional information contact event office

Telephone: (08) 9226 1233

Email: [citytosurf@cspports.com.au](mailto:citytosurf@cspports.com.au)

