

CEOs Swap Suits for Lycra

Entoure is holding its annual Brisbane to Noosa **cycle challenge** to raise money for Day of Difference Foundation, a children's charity that raises money for the purchase of **life-saving equipment** to help critically injured kids.

"This is a great way for businesses to get out of the office, jump on a bike and raise money for the kids," said Entoure Director, Kent Williams.

50 riders including nine corporate teams will take part in the event. On day one the riders will leave Brisbane's CBD and head 160km north to Noosa. Day two will see them take a 90km trip around Noosa's Hinterland before they depart on the final day to head back to Brisbane.

All up the riders will cover over **400 kilometres** to raise money for the charity.

In addition to the corporate participants, **State of Origin greats** Mal Meninga, Gary Belcher, Paul Green, and Peter Ryan will take part in the event.

Key Facts

- The event runs from Friday 24 October to Sunday 26 October, 2008 *(A map of the cycle route is attached on the next page)*
 - Day 1:** Depart Brisbane CBD and head 160km north to Noosa
 - Day 2:** Riders continue another 90km around Noosa's hinterland
 - Day 3:** Riders travel 160km back to Brisbane
- To date, Entoure has raised \$300,000 through its Cycle Classics. Proceeds to the Day of Difference Foundation have gone towards the funding of audio-visual equipment at Australia's first paediatric simulation centre. Money raised for the Entoure Cycle Classic: Noosa will help fund further children's hospital projects
- Over 13 blue chip corporations have supported Entoure events since its inception and several of the riders who have participated in the events are some of Australia's leading business heads. Brett Godfrey, CEO Virgin Airlines, will be just one of the high profile executives taking part in the Noosa event this year
- Sponsors of the event include Broncos football club, Lend Lease, Primatec, HP, Coronis Realty, Enhance, Talbot Group, Conrad Treasury, Powerfront, Coldwell Banker, Clayfield Markets, Maximus Solutions Australia and Careers Australia and Allco Group

~ Ends ~

For more information or media opportunities, please contact:

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About Entoure

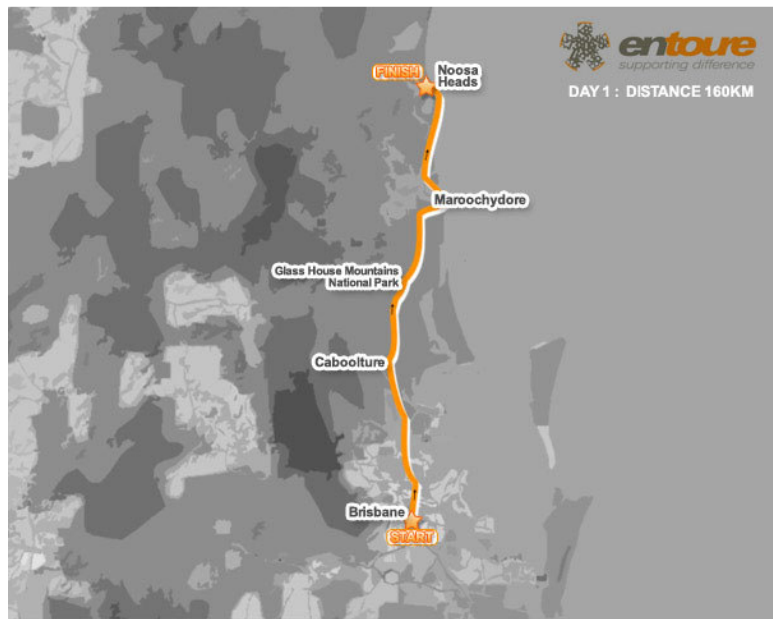
Entoure is a business that creates fun and challenging sports events to support children's charities. Other events hosted include the 2008 Entoure Cycle Classic: Hunter Valley, which will be taking place again in March 2009. All donations raised by Entoure are donated to Day of Difference.

About Day of Difference

Day of Difference is a children's charity that raises funds for critically injured children and their families. Funds raised go to hospital equipment and facilities, funding research into burns and skin technology, and supporting children and their families on their journey from emergency to recovery.

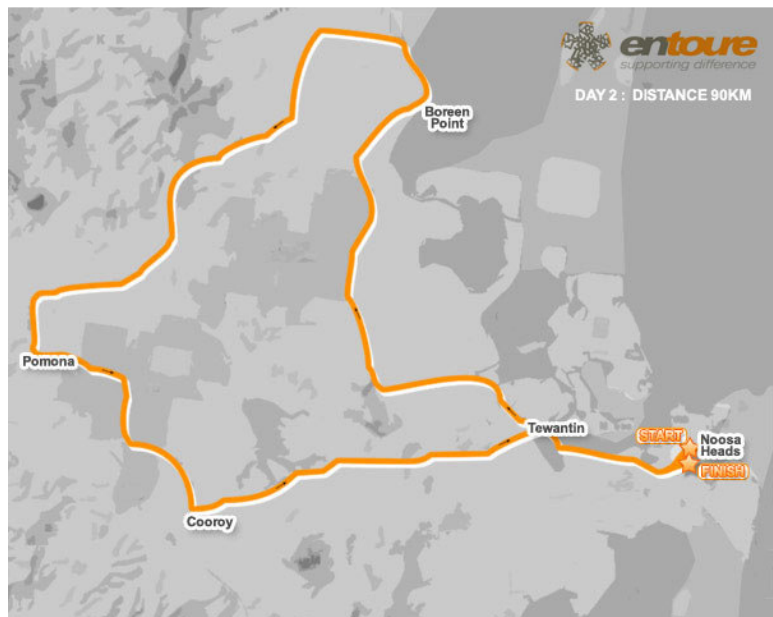
Day One

Brisbane > Noosa
(160km)



Day Two

Noosa Hinterland
(90km)



Day Three

Noosa > Brisbane
(160km)

