



entoure
cycle for life

 Day of
Difference
working for critically injured kids

Entoure Cycle Classic Noosa ... Oct 9 to Oct 11, 2009

CEOs Jump back into the 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. Funds from the Noosa ride will be directed to the Royal Children's Hospital in Brisbane.

"This is a great way for people to have some fun and to make a difference to kids in need. A critically injured child needs support and I am very proud to once again be riding our bikes to Noosa in support of the Day of Difference Foundation," said Kent Williams, Entoure Director.

45 riders including 7 corporate teams will take part in the event. On day one the riders will leave Kallangur Brisbane and head 150 km north to Noosa. Day two will see them take a 100km trip around Noosa's Hinterland (stopping at Pomona for a much deserved Coffee) before they depart on the final day to head back to Kallangur 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, and Gordon Tallis will take part in the event.

All funds raised from this inspirational journey will be going to the Day of Difference Foundation in support of critically injured kids. Day of Difference works for critically injured kids in Queensland by supporting the Royal Children's Hospital in Brisbane. Funds raised through events such as the Entoure Cycle Classic Noosa will provide lifesaving equipment and facilities for critically injured kids in Queensland.

"It is so essential that funds continue to be raised as there are more than 30,000 children from all over Queensland, as well as interstate and overseas who are treated at the Royal Children's each year," Chief Executive Officer and Founder of the Foundation, Ron Delezio has said. Ron will be donning the lycra this year and joining the riders in their last leg of the journey and has also commented that "It is a staggering figure which adds up to more than 280,000 hospital visits every year."

Day of Difference is very proud to support the work that the Royal Children's Hospital does in saving kids lives, and encourages everyone to get behind the Entoure event so that Day of Difference can really 'make a difference' in Queensland.

Key Facts

- The event runs from Friday 9 October to Sunday 11 October, 2009 *(A map of the cycle route is attached on the next page)*
 - Day 1:** Depart Kallangur Brisbane and head 150km north to Noosa
 - Day 2:** Riders continue another 100km around Noosa's hinterland
 - Day 3:** Riders travel 150km back to Brisbane
- To date, over \$740,000 has been raised from entoures events and entoure hopes to raise a further \$200,000 from this tour

- Many 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 once again taking part in the Noosa event this year.
- Sponsors and Supporters of the event include Enhance Group, Primatec, Virgin Blue, Merida, Propel Investments, Cannibal, HP, Careers Australia, Lend Lease, Conrad Treasury, Coronis, MDev, Powerfront, Advance Traders, Austral Land Rover, Coca Cola, Nova 106.9, HIT Bootcamp, Ride Inside, Budget, Sarah Allen Consulting, Thiess, John Holland, Expandabrand

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For more information or media opportunities, please contact:

Kent Williams, Entoure – 0414 981 028

About Entoure

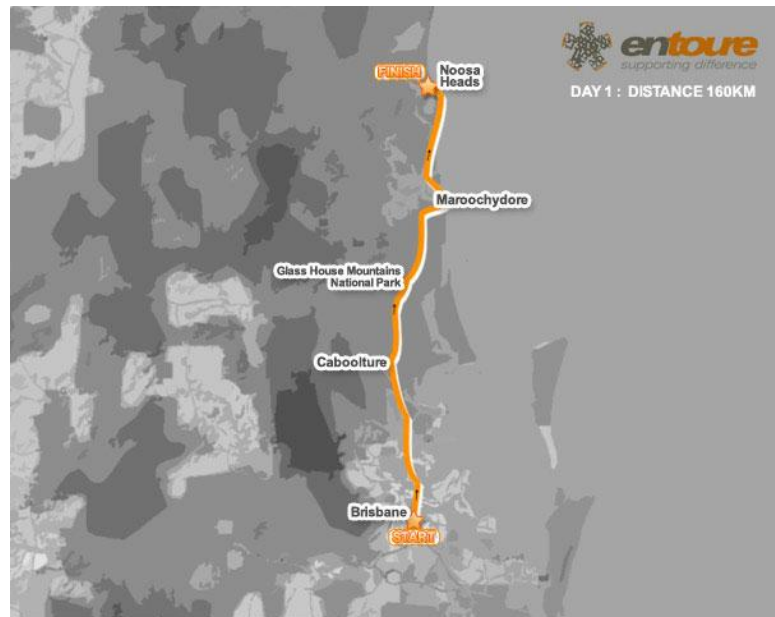
Entoure is a business that creates fun and challenging sports events to support children's charities. Other events hosted include the 2009 Entoure Cycle Classic, Hunter Valley, which will be taking place again in April 2010. All donations raised by Entoure are donated to Day of Difference.

About Day of Difference

Day of Difference Foundation is a children's charity that raises funds for critically injured children and their families. Day of Difference provides much needed hospital equipment and facilities to save children's lives, funds research into burns and skin technology and supports critically injured children and their families on their journey from emergency to recovery. The charity also advocates for the safety of children to help prevent injuries and through community education programs promotes the acceptance of all children who are different.

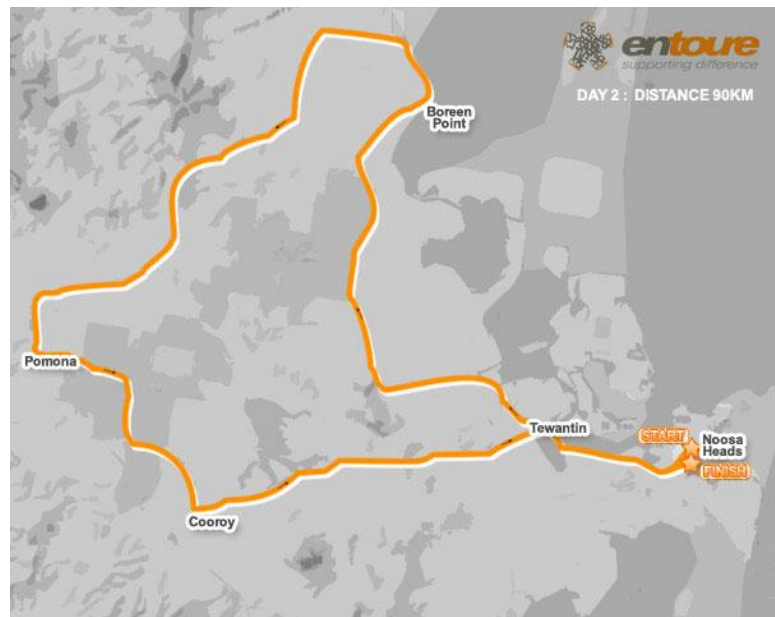
Day One

Brisbane > Noosa
(150km)



Day Two

Noosa Hinterland
(100km)



Day Three

Noosa > Brisbane
(150km)

