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For Entoure, contact Kent Williams, Director
kent@entoure.com.au, +61 414 981 028

For the Day of Difference Foundation, contact Ron Delezio, CEO
ron@dayofdifference.org.au, +61 2 8920 9000

ENTOURE'S INAUGURAL CHARITY BICYCLE RIDE BENEFITS THE DAY OF DIFFERENCE FOUNDATION

The Entoure Cycle Classic – Hunter Valley Is Set to Roll out in March

SYDNEY, AUSTRALIA. A new not-for-profit organisation, called Entoure, has just unveiled its Web site at www.entoure.com.au and announced the details of its inaugural charity event, the Entoure Cycle Classic – Hunter Valley.

The Entoure Cycle Classic – Hunter Valley is a three-day pedal taking place from 7 to 9 March 2008 and covering 400 kilometres to and through the stunning Hunter Valley of New South Wales. Participants commit to raising \$3,000 each, which will be directed to the Day of Difference Foundation, a paediatric charity established by the parents of Sophie Delezio.

“Entoure is an opportunity to change lives,” says Kent Williams, Director of Entoure. “It's an opportunity to change our own whilst significantly changing the lives of sick kids and their families. Entoure is about people of all walks of life enjoying a journey and sharing some love.”

Williams' passion carries across to the Entoure Web site, which asks its readers to ground their motivations in the very serious hurt that can have such devastating effect on the lives of young children and their families: “Imagine holding your hand under a tap of scalding water. The pain is unrelenting. Far far worse than a cyclist's momentary muscle cramps. Burn pain is intense and prolonged, even during and



after treatment. Now imagine this pain suffered by a child.”

Money raised by the Entoure Cycle Classic – Hunter Valley will be used to help purchase state-of-the-art equipment for a world-first Paediatric Simulation Centre at the Children’s Hospital at Westmead. Treating a critically ill child requires skills acquired during hands-on experience. Unfortunately, the stakes are too high and patients too precious for such experience to come during critical care situations. Only a simulation centre can replicate real-life scenarios that provide priceless training opportunities for learning, educational innovation, collaboration and research. This equipment will help thousands of kids and their families as well as hospital staff around the world, as the simulations will be recoded and shared with other hospitals.

Some funds will also be directed to the Clown Doctors, whose special humour is a genuine health benefit – an effective coping strategy, a fear and stress reliever and an aid in recovery. The Clown Doctors have touched the lives of 85,000 children and adults every year, in Australia and other trouble spots around the world.

“We are delighted to partner with Entoure and have great faith that the association will produce many benefits for the children’s hospitals we support,” said Ron Delezio, Day of Difference Foundation CEO and Chairman. “It’s always nice to be a part of an event that is fun and promotes a sense of community. The Hunter Valley ride gives something back to participants and we believe that’s important. A beautiful scenic locale with plenty of great wineries – where else would you want to ride for charity?”

Entoure Cycle Classic participants will depart Sydney on 7 March 2008 and travel as a tight peloton, averaging about 28-30 kph, for 150 kilometres to the Hunter Valley via Peats Ridge and Wollombi. After a day of cycling and other activities in the Hunter Valley, they will pedal back to Sydney on 9 March.

In addition to staging the Entoure Cycle Classic – Hunter Valley, Entoure has partnered with the Australian Red Cross Blood Service to campaign for more blood donors. Few Australians know that only 3% of the population provides the blood donations required to meet need. Entoure is determined to help increase that number.



Entoure is a not-for-profit organisation that stages fun and challenging sporting events in support of charities at the forefront of a journey of difference and change. Entoure harnesses the strength, spirit and conviction of people and businesses keen to save lives. Its members are embraced by a global network of people from all walks of life, united by an enthusiasm for community, health, wellbeing and the welfare of kids. For more about Entoure, visit www.entoure.com.au.

The **Day of Difference Foundation** is a paediatric charity established by the parents of Sophie Delezio and dedicated to helping save the lives of children who have suffered life-threatening burns, illness, trauma or other injury. Day of Difference raises funds for specialised medical treatment and research, rehabilitation, family support and community education. Learn more at www.dayofdifference.org.au.

For more about the **Clown Doctors**, visit www.humourfoundation.com.au.

For details about the **Australian Red Cross Blood Service**, see www.donateblood.com.au.