



## Media Fact Sheet

# ENTOURE DONATES 40 BIKES

To all Chief of Staff,

Please put this one in your diaries. Please disseminate.

### **MEDIA RELEASE**

The kids of fire ravaged Kinglake West and surrounding areas will finally have something to smile about when **Operation Angel**, in conjunction with **Entoure**, a Sydney based cycling and sporting events company, **Merida Cycles** and **Advance Traders** from NSW, deliver forty **(40) brand new bikes** and safety helmets. The shiny new bikes have been matched to the children's ages and genders and were kindly donated by the sponsors. It's been a local effort as well, with **Lawrencia Cycles** in Hawthorn working around the clock to assemble all the bicycles and donating their services and enthusiasm to the project.

Trucks, driven by **Operation Angel** volunteers will make their way up the mountain tomorrow morning loaded with bikes and 200 miniature Easter eggs. The Principal of Kinglake West Primary School, Mark Portman, has given the green light to media if they would like to attend the distribution on school grounds.

**What:** **New Bikes for the kids of Kinglake West** and surrounding areas

**Where:** **Kinglake West Primary School, Rear Sports area, enter from side road**  
Yea Whittlesea Road, Kinglake West. (The school is located on the opposite side to the Uniting Church Hall)

**When:** **12.30pm sharp**

**Date:** **Saturday, 28<sup>th</sup> March, 2009**

**Contact:** **Jacqueline Pascarl, Founder, Operation Angel: 0438 811 536**

*"Entoure contacted Operation Angel to say they wanted to put some smiles back on the faces of the kids affected by bushfires and offered us brand new bikes, along with sponsors, Merida Cycles and Advance Traders. Their generosity and commitment to this great project proves again that it doesn't take that much to be an angel. The kids have been hardest hit by the devastation, their reality has been completely altered and so many of them have lost friends, family, suffered severe trauma or the loss of most of their possessions. Giving something individual to the children, means restoring to them something of their own and signals that people don't forget that they have to keep on being kids".*

Jacqueline Pascarl, Founder, Operation Angel.

## **Media Fact Sheet**

Entoure is working with Operation Angel to help bring smiles to kids that lost everything in the recent bushfires in Victoria.

Together with Merida Cycles and Advance Traders, Entoure has been able to donate 40 kid's bikes and helmets to children from Kinglake West Primary School.

*"This has been a great way for our supporters and sponsors to make a real difference. Whilst Entoures primary role will continue to be in the running of cycle events and raising money for critically injured kids, donating product to kids in need is also something we would now like to add to what it is we do. The children of Victoria deserve our support, and for that matter the support from all Australians, and we hope that the generous efforts of Merida Cycles and Advance Traders will provide the kids of Kinglake West a reason to smile".* Kent Williams Director Entoure

### **Key Facts**

- 40 Kids bikes with helmets are being donated to children from Kinglake West Primary School on March 28<sup>th</sup> 2009.
- Operation Angel are assisting Entoure in the distribution of the bikes
- Merida Cycles and Advance Traders have kindly donated the bikes and Entoure has purchased the helmets
- Lawrencia Cycles in Hawthorn have built the bikes

### **For more information or media opportunities, please contact:**

Kent Williams, Entoure – 0414 981 028

Or Visit: [www.entoure.com.au](http://www.entoure.com.au)

### **About Entoure**

*Entoure is a business that creates fun and challenging sports events to support children's charities. Events hosted include the Entoure Cycle Classic Hunter Valley and the Entoure Cycle Classic Noosa. The next event is to be held in the Hunter Valley May 29 to 31. All donations raised by Entoure are donated to Day of Difference.*

*Entoure also works closely with the Red Cross Blood Service and has so far had over 146 people donate blood; helping to save over 438 lives.*

## **LAWRENCIA CYCLES**

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Hawthorn Vic 3122

Contact: Gordon Lawrence

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