



**entoure**  
cycle for life



**Day of  
Difference**  
working for critically injured kids

# Entoure Cycle Classic Hunter Valley April 30 to May 2, 2010

**Over 60 riders will wear lycra in this year's  
Hunter Valley Cycle Classic ...  
and maybe a Wig .... all for a good cause.**

Entoure is holding its annual Sydney to the Hunter Valley **cycle challenge** to raise money for Day of Difference Foundation, a national children's charity that works for critically injured kids and their families on their journey from emergency to recovery.

"The entoure cycle classics have been a fantastic way for people to get fit; network and to make a difference. But fundraising is all about community engagement ... and communities are looking to have fun. So in addition to our cycle events, I am really pleased this year to be able to offer to our network an alternate campaign we are calling Wigs4Kids and I can't wait to see how people embrace this campaign". said Kent Williams, Entoure Director.

## Wigs4Kids Day

Wigs4Kids Day is to be held 30 April 2010 and we are calling for people to register at [www.entoure.com.au](http://www.entoure.com.au) and to challenge themselves to wear a wig for the day; to look different for the Day of Difference; and to have fun raising awareness and funds for critically injured kids.

This is entoures first stab at a community based event and whilst the launch of the concept will remain low key, we would welcome anyone to register online and participate. "68,000 kids are hospitalized each year due to critical injuries and I am keen to see how many people are prepared to look a little silly for a day, to be the voice of those who can't speak out, to have fun and to save lives" says Kent Williams. The challenge costs nothing to enter and details can be found at [www.entoure.com.au](http://www.entoure.com.au) (wigs4kids).

## The Cycle Classic

**60 riders including 7 corporate teams** will take part in the Hunter Valley cycle classic event. On day 1 the riders will leave Sydney and head down a choice of 2 routes to the Hunter Valley.

- Route 1 taking them 180 k through 2 beautiful but challenging gorges, and
- Route 2 taking them 150 k through Mount White.

Day 2 will see the riders take a 100 k loop around the Hunter Valley (stopping at Ballabourneen Vineyard for a much deserved lunch) before they depart on the final day back to Sydney. All up the riders will cover over **400 k in 3 days** to raise money for the Day of Difference Foundation.

In addition to the corporate participants, **Tony Abbott** will be riding this tour together with Ron, Sophie and Mitchell Delezio (all taking part on Day 2 of the event).

All funds raised will be going to the Day of Difference Foundation, a national children's charity founded in November 2004 by the parents of little Sophie Delezio who suffered unimaginable burns to 85% of her body in a terrible accident at her child care centre.



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The Foundation 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.

Over the last five years the Day of Difference Foundation has raised over \$6M for critically injured kids and their families. For instance, through their Wishlist program, they have provided millions of dollars worth of life-saving medical equipment and facilities for the emergency, intensive care and burns departments of the major children's hospitals, including a state-of-the-art operating theatre that is specifically designed for burns patients, but can also be used for any child that needs surgery.

"Day of Difference is very proud to work for critically injured kids and encourages everyone to get behind the Entoure event so that Day of Difference can really 'make a difference'," said Ron Delezio, Day of Difference CEO & Founder.

## Key Facts

- The event runs from Friday 30 April to 2 May 2009
  - Day 1:** Depart Galston Sydney and head 150k / 180 k north to the Hunter Valley
  - Day 2:** Riders continue another 100km around the Hunter Valley
  - Day 3:** Riders travel 150km back to Galston Sydney
- To date, over \$940,000 has been raised from entoures events and entoure hopes to raise a further \$170,000 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.
- Sponsors and Supporters of the event include McGrath, Lend Lease, Propel Investments, Primatex, MacMil, Rode Duivel's, Astrontech, HP, Bike Bug, Merida, Cannibal, Advance Traders, Budget, The Wig Outlet, Budgy Australia, Web Salad and Lexus

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

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### About Entoure

*Entoure is a business that creates fun and challenging events to support children's charities. Other events hosted include the 2010 Entoure Cycle Classic, Kingscliff, which will be taking place again in October 2010 and of course Wigs4Kids. 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.*