



**entoure**  
cycle for life



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

## Entoure Cycle Classic Kingscliff October 15 to 17, 2010

**Around 110 riders will wear lycra in this year's  
Entoure Cycle Classic Kingscliff ...  
and maybe a Wig .... all for a good cause.**

Entoure is holding its inaugural Brisbane to Kingscliff **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 huge success and a great opportunity to get people fit and healthy whilst saving the lives of critically injured kids. This will be our 6<sup>th</sup> tour and funds raise will once again be directed to the Day of Difference Foundation and used to support their Family Centered Care Program.

The specific part of the program we will be looking to support will be the appointment of a Family Support Coordinator for the Royal Children's Hospital in Brisbane. This appointment will be an Australia first and we are very excited to be able to don the lycra for such a great initiative. Families deserve the very best support available and this is a great way to let them know we care." said Kent Williams, Entoure Director.

### **Wigs4Kids Day**

Wigs4Kids Day is to be held 15 October 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.

We welcome anyone keen to support the day 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. To enter the challenge is free and details about the day can be found at [www.entoure.com.au](http://www.entoure.com.au) (wigs4kids).

### **The Cycle Classic**

**110 riders and around 11 corporate teams** will take part in the Kingscliff cycle classic. The ride will once again be supported by NRL Origin Greats Mal Meninga and Gary Belcher and cover around **400 k in 3 days**.

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.

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 six 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-



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of-the-art operating theatre that is specifically designed for burns patients, but can also be used for any child that needs surgery.

Now the Day of Difference Foundation are looking to fund a new and exciting Family Centred Care Program and funds from this tour will be directed towards this program.

“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 15 October to 17 October 2010

**Day 1:** Depart Brisbane and head Kingscliff Mantra Salt 165 k

<http://www.mapmyride.com/ride/australia/kingscliff/944128346681261636>

Day 1 will start at Springwood at 7 am and head towards Beenleigh, Mount Tambourine, Mount Nathan, Crystal Creek, and onto Murwillumbah for lunch.

Riders will stop for a quick bite at Knox Park Murwillumbah (courtesy of Luffley Café) with an ETA of around 12.30 pm.

Then it is onto Kingscliff via Clothiers Creek, Durambah and Cudgen.

**Day 2:** Depart Kingscliff Mantra Salt to Mullumbimby 110 k Loop

<http://www.mapmyride.com/ride/australia/kingscliff/175128346831531419>

Day 2 is a 110 k loop out to Mullumbimby via Myocum and Possum Shoot Rd towards Coorabell and Coolamon Scenic Drive.

This will be a really beautiful coastal and hinterland ride; however, as with all routes in the hinterland it is not without its challenges.

**Day 3:** Depart Kingscliff mantra Salt to Dulgulgan 90 k Loop

<http://www.mapmyride.com/ride/australia/kingscliff/429128209024020179>

Day 3 is a 90 k loop via Cudgen to Dulgulgan and back. Riders will complete a 40 k TTT before finishing back at Mantra Salt at around midday for a well deserved rest.

- To date, almost \$1.3 Million has been raised from entoures events and entoure hopes to raise a further \$350,000 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: Merida, Enhance Research, QIC, Urban Edge Pradella, Abi Group, Talbot Family Foundation, Maximus, Treasury Brisbane, MDev, Lago Cold Stores, Careers Australia, Intebuild, MB Cycles, Place Design, Austral Motors, Budget Hamilton, Advance Traders, Luffley Cafe



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~ Ends ~

**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.*