



Entoure Cycle Classic Hunter Valley Grape Ride April 29 to May 1, 2011

**Around 80 riders will wear lycra in this year's
Entoure Cycle Classic Hunter Valley Grape Ride ...
in support of seriously ill, disabled and disadvantaged kids.**

Entoure is holding its annual **cycle challenge** to raise money for the Humour Foundation, Riding for the Disabled Central Coast Centre and the University of Sydney, Endocrinology & Diabetes Research Foundation.

"The Entoure Cycle Classics have raised a staggering \$920,000 in support of critically injured kids however a recent shift in focus will see entoures support swing to a much wider group of children that we believe are doing it tough and need support. Entoures focus will move towards the emotional healing of a child and our call to action will be to support charities we believe best **give kids a reason to smile**. The upcoming Hunter Valley Grape Ride will support 3 incredible beneficiaries that are at the cutting edge in terms of emotional healing and support to seriously ill, disabled and disadvantaged kids. I am very excited to see so much interest in what we are doing and I look forward to raising as much as we can to give kids doing it tough a moment of hope" said Kent Williams, Entoure Director.

The Cycle Classic

80 riders and around 11 corporate teams will take part in the 2011 Hunter Valley Grape Ride; a grueling 400 k challenge taking place over 3 days.. Riders will depart Rofe Park in Hornsby at around 7 am Friday April 29 and head 165 k north to the Hunter Valley; passing the townships of Brooklyn, Calga, Mooney Mooney, Kulnura and beautiful Wollombi. The riders will stay at Cypress Lakes resort for the duration of the tour and ride a further 100 k on day 2 before riding a further 150 k back to Rofe Park Hornsby on day 3. All riders pay a registration fee covering the cost of the event and pledge to raise funds for the panel of beneficiaries the event is supporting. The expectation is that the riders will raise around \$100,000 and the key sponsors for the tour include:

1. **Lend Lease**
2. **AMP Capital Shopping Centre's**
3. **Harvey Norman**
4. **Datacom**
5. **Propel Investments**
6. **Goodman**
7. **HP**
8. **Sydney Altitude Training Centre**
9. **Assessment Measures**
10. **Bike Bug**



The Route

Day One 165 K

Click here for the Route: <http://www.mapmyride.com/routes/view/27825148>

The ride will commence at Rofe Park and take riders north via Old Pacific Hwy through Calga and Mooney Mooney Gorge. These climbs are around 4 k each and steady and will be supported with a Police Escort. At the end of the first 50 k and after riders have completed the two epic gorges, the pelotons will cycle into the Riding for the Disabled and meet some very important horses. The ride will then continue to Kulnura, Wollombi and of course the beautiful Hunter Valley. Lunch will be served at the Wollombi Cafe at around the 110 k mark before riders head the remaining 55 k to the luxurious Cypress Lakes Resort Hunter Valley.

Day Two 95 K

Click here for the Route: <http://www.mapmyride.com/routes/view/27825148>

Day two will see riders cycle a magnificent rural and vineyard course around the Hunter Valley; finishing at Ballabourneen for what has become a very famous wine and lycra lunch.

Day Three 150 K

Click here for the Route: <http://www.mapmyride.com/routes/view/27825056>

Day Three will see riders proceed back via Wollombi, Kulnura, Brooklyn to Hornsby. Riders will only take on the one gorge on the return trip and finish the ride at Rofe Park to a BBQ with family and friends. Lunch will be served at the Currugated Café at Peats Ridge at around the 90 k mark.

~ Ends ~

For more information or media opportunities, please contact:

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About Entoure

Entoure is an organization with a shared passion for kids, sport and life and we currently run cycle events to give kids doing it tough a reason to smile. The upcoming Grape Ride will support seriously ill, disabled and disadvantaged kids and our beneficiaries will be the Humour Foundation, Riding for the Disabled Central Coast Centre and the University of Sydney, Endocrinology & Diabetes Research Foundation. 85% of the Gross Value of all donation funds raised will be directed to support the Humour Foundation, Riding for the Disabled Central Coast Centre and the University of Sydney, Endocrinology & Diabetes Research Foundation.