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MEDIA RELEASE

PERTH'S BIGGEST BIKE RIDE LAUNCHES INTO ACTION

At a time of great national giving and an emphasis on the environment and health - the State's largest mass participation bike ride, *the HBF Freeway Bike Hike for Asthma*, was launched last week.

On Tuesday 17th February, the Minister for Transport, Simon O'Brien joined the Mayor of Joondalup, Troy Pickard, the team from HBF, the Asthma Foundation of WA and all major event stakeholders to officially launch the iconic Perth event that focuses on cycling and FUNraising for asthma.

CEO of the Asthma Foundation of WA, Mr. John Gummer was delighted to be part of such a positive and community-focused launch event.

"We have all recently witnessed such generosity from the Australian community, corporate sector and Government. This is very comforting for all not-for-profit groups that support the community. The HBF Freeway Bike Hike for Asthma is no exception. We continue to work with teams and individuals who have set themselves outstanding FUNraising targets to support the work of the Asthma Foundation of WA", he said.

The HBF Freeway Bike Hike for Asthma on Sunday 22 March is a community bike ride along the freeway. The event attracts riders of all ages and abilities who join together to cycle the freeway and FUNraise for asthma.

Families, individuals, cycling fanatics, schools, sports teams and corporate teams are among the many thousands already registered for the event. There are outstanding FUNraising incentives up for grabs, including a brand new Samsung Omnia, courtesy of Optus, and 18 holes of golf for twelve guests at prestigious Mandurah course *The Cut*.

"If each of our HBF Freeway Bike Hike for Asthma participants commit to achieving \$100 in FUNraising, we would raise over \$700,000 for vital asthma services and medical research in Western Australia. This will have a major impact on the future of the 220,000+ individuals and their families, who are affected by asthma," Mr Gummer said.

To register yourself for the ride, or to sponsor a friend or colleague, please visit www.freewaybikehike.com.au . Alternatively, to register your interest in volunteering please phone 9289 3656, or email bikehikevolunteer@asthmawa.org.au

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Image attached, taken at the official launch event.

Left to right: John Gummer (Asthma Foundation of WA), Minister for Transport, Simon O'Brien; Neil Manning (Plan B Racing), Andrew Walton (HBF), Mayor Troy Pickard.