

MEDIA RELEASE

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HBF gives West Australians a new reason to run

HBF yesterday took the wraps off a new event in Perth's sporting and community calendar; the HBF Run for a Reason.

The new event, on Sunday 23 May 2010, is expected to attract thousands of runners and walkers with participants invited to 'choose their reason' for pulling on their running shoes.

HBF Run for a Reason has been designed to give participants a spectacular perspective of the Perth CBD and the 14km course includes three freeways and the first ever opportunity to walk or run through the Graham Farmer tunnel since its opening. The finishing line will be on the iconic grounds of the WACA.

HBF Managing Director Rob Bransby said that the event was intended for people of any fitness and ability.

"Our aim is to motivate people to get active with a new Perth showcase event. Everyone has a reason to walk or run - whether it's becoming fit enough to keep up with your children, reducing your risk of heart disease or just having fun," Rob Bransby said.

Rob Bransby also unveiled a unique partnership with WA's six peak health charities fighting Australia's major chronic diseases. As well as raising awareness of each disease, the event offers participants the chance to fundraise for any one of the partner charities - Arthritis WA, Asthma Foundation WA, Cancer Council WA, Diabetes WA, Heart Foundation WA and Lifeline.

"We're excited and proud to be staging something which we believe will become one of the biggest community events in Perth. As WA's largest health insurer, we want to help West Australians look after their health. When it comes to preventing and managing many chronic health issues, physical activity is absolutely critical. For us, the HBF Run for a Reason is an expression of our vision - to lead the way in improving the health and wellbeing of West Australians," Rob Bransby said.

The HBF Run for a Reason is presented by The West Australian.

Visit hbfrun.com.au to register your interest.

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