



MEDIA RELEASE

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CORPORATE GROUPS GET SET TO TAKE TO THE FREEWAY!

The Asthma Foundation of WA has introduced a Corporate FUNraising Team component to the *HBF Freeway Bike Hike for Asthma* cycling event on Sunday 22 March 2009. The event is the charity's largest fundraising event of the year, during which over 7000 cyclists gather to ride along the Freeway between Kwinana and Joondalup.

Several companies have already started training and committed their staff to creating a Corporate FUNraising Team for the 2009 event. The Foundation anticipates that even more workplaces will join the fun in the lead up to the event.

Strategic Relationship Manager for the Asthma Foundation of WA, Mark Hullett says, "Training, riding and FUNraising as a corporate team is a great way to boost morale among work colleagues and we urge WA businesses to consider entering a team. For individual riders and families, we also encourage people to form a social team for the event".

Asthma is one of the most common and serious health conditions in this country and this event is held every year in an attempt to spread the word about asthma and educate more people about how to manage the disease – whilst fundraising for the Asthma Foundation of WA.

"For those non-riders among us, there are plenty of volunteer roles available during the event week and on event day. Alternatively, friends and family are invited to join loved ones at the Joondalup finish line for the post event festivities, where several shops and cafes will be open", Mark said.

The HBF Freeway Bike Hike for Asthma is a unique event and Western Australia's largest mass participation bike ride, which involves the partial closure of Perth's three freeway systems.

For more information regarding Corporate FUNraising Teams and the HBF Freeway Bike Hike for Asthma event, please visit www.freewaybikehike.com.au. Alternatively, to learn more about the Asthma Foundation of WA and the free services that are available, please visit www.asthmawa.org.au, or call 9289 3600.

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For more information, to schedule a photograph, or to interview the Media Spokesperson, please call the media contact.

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