



Media Release

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Royal Far West Calls On Community Support for 2016 'Ride for Country Kids'

With less than a month to go before the 'Ride for Country Kids,' Royal Far West is calling on communities, organisations and individuals to support the record number of riders participating in the charity cycling event. Over 100 riders will cycle from Port Macquarie to Coffs Harbour from 28 February-1 March 2016, to raise much needed funds for country kids.

First time rider Carla Thomson, who is travelling from Scotland to participate in the Ride, said she is hoping to encourage people to support the charity organisation. "I believe everyone deserves the opportunity to live a healthy and happy life. Young children in particular should be given the support to thrive and grow into healthy adults – they should be given the chance to achieve optimal health. It is so important that people continue to support Royal Far West to help future generations prosper in health and have the best start in life."

Royal Far West CEO Lindsay Cane, said she was excited to see how support for the event had grown over recent years. "We have been overwhelmed with support from individuals and organisations who can see the value in what we do and who recognise the positive impact our services have on country families and communities. We are especially looking forward to bringing the Ride to the mid north coast for the very first time and for our riders to meet many of the families who have benefitted from our services. We are calling on local communities and businesses to sponsor our Riders and get behind this great event."

Riding teams and individuals represent a number of organisations including ANZ, Prime7, BUPA and the NSW National Party. Riders are aiming to achieve a fundraising goal of \$300,000, with all net proceeds raised directed to supporting the health and wellbeing of country kids. Royal Far West provides essential support across a range of areas including child development and learning, speech and communication, mental health, autism spectrum disorders and oral health.

The riding group will pass through a number of NSW country towns including Kempsey, Bowraville, Macksville and Nambucca Heads, where they will host community dinners and meet with children and families from local schools and communities

Royal Far West is grateful for the support of Principal Partner FDC Construction and Fitout and Major Partner ANZ, alongside Tour de Kids, Prime7, Scott Sunderland and Entoure.

To sponsor a team or rider in this year's Ride for Country Kids, go to

<http://rideforcountrykids2016.gofundraise.com.au>

For further information, interview or image requests, please contact Royal Far West Media Relations Coordinator, Yatu Widders Hunt on 0402 678 798 or at yatuh@royalfarwest.org.au.

Photo credit/s: Michael Mannington

About the Ride

Royal Far West's Ride for Country Kids is a cycling challenge for anyone who has a passion for cycling and a desire to give something back to country kids and communities through participation in a charity fundraiser. Funds raised will go towards the work of Royal Far West in caring for country children. This is the third time the 'Ride for Country Kids' has been held in NSW.

About Royal Far West

Royal Far West is a non government organisation that has been providing health services to children living in rural and remote NSW for over 90 years. Based on Sydney's Northern Beaches, it works in partnership with families and their local health and education providers to complement existing services within the community. <http://www.royalfarwest.org.au/>