



## Media release

9 August 2018

### Ride of Western Victoria for Ballarat based Cancer research program

- *Announcement of a 3 day, 450km fundraising cycling tour of Western Victoria.*
- *To be held 28-30 November 2018, starting and finishing in Ballarat.*

The Fiona Elsey Cancer Research Institute is planning a 3-day cycling tour of Western Victoria to raise much needed funds and awareness for the Ballarat based cancer research program. The challenging ride of will traverse 450km of scenic countryside through a mixture of terrains from Ballarat, Dunkeld, Mount Williams and Great Western.

The *Western Victoria Cancer Ride* ride will take place from the 28-30 November this year, with the Institute looking for 15 riders to participate and commit to fundraise as part of the challenge. The ride will be fully supported on the road to ensure safety and enjoyment. At the end of each stage, tired Riders will be rewarded by special food and wine experiences, at some of the regions most famous restaurants, joined by guest speakers each evening.

#### **The ride will be staged as following:**

- Day 1: Ballarat to Dunkeld (160km).
- Day 2: Dunkeld to Great Western (150km) via Mt William for the optional King and Queen of the Mountain time trial.
- Day 3: Great Western to Ballarat (140km) where they riders will finish on Lydiard Street on the steps of the Fiona Elsey Cancer Research Institute.

Funds raised from the Western Victoria Cancer Ride ride go to a great cause that touches all of us. With current rates, it is expected that 1 in 2 Australians will be diagnosed with cancer by the age of 85. The Fiona Elsey Cancer Research Institute is making an internationally recognised contribution to unlocking the riddles of cancer. The Institute receives no government funding and relies on the generosity of people like you to continue this life changing work. With the funds raised from the Western Victoria Cancer Ride we can continue research in the areas of; Leukemia, Ovarian Cancer, Immunotherapy and Langerhans Cell Histiocytosis.

The ride joins the long running Ballarat Cycle Classic, in raising money for the Fiona Elsey Cancer Research. The Institute is also the charity partner of the Australian Road Nationals that will again be held in Ballarat in January 2019.

Institute Director, Professor George Kannourakis, explained the importance of raising money for the Ballarat based research program. "The Institute receives no government funding and relies on community support. Our every step towards fighting cancer through research is made possible by the generous support of our community."

### **About the Fiona Elsey Cancer Research Institute**

*The Fiona Elsey Cancer Research Institute's mission is to advance the understanding and treatment of cancer, by making an internationally recognised contribution to cancer research.*

*Opened in 1998, the Institute was inspired by Ballarat teenager, Fiona Elsey who lost her fight with cancer in 1991. Today, the Institute, led by Director of Research George Kannourakis, is making enormous progress in unlocking the riddles of cancer, including a world-first trial into individualising chemotherapy treatments for patients, Ovarian cancer and immunology research.*

### **Photo opportunities and interviews:**

- Friday 10 August, 9am at Racers Café, Wendouree Parade.
- In attendance will be some of the riders that have already signed up for the challenge including Craig Lightfoot and fellow riders from the 'Thinking Man's Bunch'

**All media enquiries, please contact Michelle Symes- Events & Marketing Coordinator at FECRI on 0447 776 613 or [michelle@fecri.org.au](mailto:michelle@fecri.org.au).**