



Media Release

26 June 2014

Mates Run a Winner for Rural Health

The **Aglime of Australia Mates 500 Relay** – the 1500 kilometre 11 day running event from Mukinbudin to Manjimup completed at the end of March 2014 has raised a more than \$100,000 for The Regional Men's Health Initiative (RMHI) and Prostate Cancer Foundation of Australia (PCFA).

This is the third time that this event has taken place, and has managed to raise more than \$220,000 for RMHI and PCFA in the past four years.

Sixteen runners from regional areas completed the 1500km distance, running on average 26 km a day. 'Guest' runners and cyclists from sponsors and beneficiaries supported them, as well as convoy support staff and volunteers from the rural communities that they visited along the way.

In addition to exceeding their fundraising target, this event successfully created awareness of men's health and wellbeing issues in regional areas running through more than 40 rural towns, and holding health promotion events in 10 centres (Mukinbudin, Wongan Hills, Merredin, Bruce Rock, Corrigin, Kulin, Kukerin, Gnowangerup, Wagin and Kojonup).

Guest speakers at these evening promotion events proved popular with full venues to see the likes of West Coast Eagles players Nic Naitanui and Dean Cox, Bruce Yardley – champion Australian Cricketer, Peter Hughes – Bali Bombing Survivor, Glen Jakovich and Ross Glendinning – former AFL players, Vince Garreffa – celebrity Butcher, David Parkin – former AFL player and premiership coach and Brendan Barrows – former WAFL player and prostate cancer survivor.

Using a GPS tracker set up by the Aglime of Australia team, members of the public were able to follow the progress of the **Aglime of Australia Mates 500 Relay**, via their website and social media. The event attracted a huge social media following, with close to 1000 people interacting on the Mates500Relay Facebook page, and posting well wishes to the runners and support crew.

The runners were also given rock star welcomes at a number of towns, including being mobbed by school children in several locations including Ballidu, Wyalkatchem, Woodanilling and Boyup Brook.

Paul Omodej, Chairman of **Aglime of Australia Mates 500 Relay** said that 'we were humbled at the level of support we received both during the run and at the health promotion events

at night. As well as receiving such generous donations, it was great to see so many people speaking about regional men's health issues'.

'We would not have been able to accomplish this event without the fantastic support of our sponsors, as well as the unwavering generosity of rural communities. We would particularly like to recognise our naming rights sponsor Aglime of Australia who not only provided significant sponsorship but also volunteer support by their staff for the entire event. We have the utmost admiration for this small business who truly have the health and wellbeing of regional communities at heart'.

'We are thrilled to be able to donate \$50,500 each to the RMHI and PCFA knowing that these funds will go along way to assisting men's health in regional areas'.

Looking to the future, **Aglime of Australia Mates 500 Relay** will be held again in 2016.

The team from the **Mates 500 Relay** will also be involved with or hosting other events in regional areas throughout the year, with the goal of raising awareness and funds for regional men's health. This includes participating in the WA Football Country League Men's Health Round next weekend and the Dowerin Field Day in late August.

To find out more about future events or to donate to **Mates 500 Relay** please visit www.mates500relay.org.au or find them on Facebook.

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