



Media Release

14 February 2014

## **Aglime of Australia right Behind Men's Health Run**

Premier supplier of lime in WA, Aglime of Australia has become the naming rights sponsor of the 2014 **Mates 500 Relay** - a 1500 kilometre 11 day running event from Mukinbudin to Manjimup from Monday 24 March 2014. This event aims to raise funds and awareness of men's health and wellbeing issues in regional areas.

The chosen beneficiaries of the **Aglime of Australia Mates 500 Relay** are The Regional Men's Health Initiative (RMHI) and Prostate Cancer Foundation of Australia (PCFA).

Aglime of Australia has a long history of supporting rural communities and organisations and estimate that they give back \$100,000 per year into country communities. Previous events and teams they have lent their support to include Aglime Cricket Cup in Wyalkatchem, Mingenew Races and Rodeo, Country Colts football Championships in Wongan Hills, as well as local schools, and golf, football and bowling clubs.

Aglime of Australia has also received recognition from RMHI for their ongoing support for rural men's health and wellbeing, being awarded an inaugural Warrior Ambassador Award by the Hon Brendan Grylls MLA, Minister for Regional Development in 2013.

Marketing Manager of Aglime of Australia Mr Dave Gartner said 'we are very excited to be part of this fantastic event. The key messages of raising awareness about prostate cancer, talking to a mate, and early detection are very important for everyone, and these are positive messages for men particularly in rural WA'.

On a personal note Aglime of Australia's General Manager Steve Carr was lucky enough to detect his early stages of prostate cancer in 2010 following attending a prostate cancer awareness day run by Aglime of Australia at their Lancelin mine facilitated by RMHI.

'Aglime of Australia's tagline of 'Building Better Communities' has so many synergies with this event, and we encourage other organisations to get on board this awareness and fund raising initiative'.

Paul Omodej, Chairman of **Aglime of Australia Mates 500 Relay** said that 'attracting sponsors such as Aglime of Australia will go a long way to building the profile of the event which is now in its third year'.

‘Thanks to them as our naming rights sponsor, we are able to further spread our key messages to more rural communities’.

To find out more about donating to or sponsorship opportunities of **Aglime of Australia Mates 500 Relay** please visit [www.mates500relay.org.au](http://www.mates500relay.org.au).

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