



Media Release

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## **Mates Rural Run to Raise Awareness of Men's Health**

The **Aglime of Australia Mates 500 Relay** - a 1500 kilometre 11 day running event from Mukinbudin in the Wheatbelt to Manjimup in the Great Southern will take place on Monday 24 March 2014. This year's event hopes to build on the \$120,000 previously raised, as well as significantly increase the profile 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).

The **Aglime of Australia Mates 500 Relay** running team of twelve (consisting of farmers, tradespeople and professionals) who live in Manjimup and surrounding areas will each run an average of 26 kilometres every day. Six runners will be running as a team at any one time. They will be supported by over 100 convoy support staff and event organisers from local communities throughout the event.

After running through the day, an evening health promotion and wellbeing event will be held in each of the 11 town's the team is staying in (Mukinbudin, Kalannie, Wongan Hills, Merredin, Bruce Rock, Corrigin, Kulin, Kukerin, Gnowangerup, Wagin and Manjimup).

These evening events aim to further raise awareness of male health issues in the local community. Previous events have involved impressive guest speakers including Glen Jakovich, Kim Hughes, Dean Kemp, Ken Judge, Glenn Mitchell and Vince Garreffa. This year's event promises to provide an equally impressive line-up.

Paul Omodej, Chairman of **Aglime of Australia Mates 500 Relay** said that the event started in 2011 with six mates running 500 kilometres to fundraise for men's health, and only visiting a handful of towns.

'The event has now expanded to 1500 kilometres and we are passing through or staying in more than 40 rural towns. Thanks to Aglime of Australia, our naming rights sponsor, we are able to further spread our key messages to more rural communities'.

Owen Catto, from RMHI said that 'whilst additional funds are important, the awareness that this event generates at a grass roots level in rural communities is outstanding. It enables men to 'talk to a mate' – which is one of RMHI's main objectives'.

'We are very pleased to be involved in this fantastic community event' said Cate Harman, State Manager WA, PCFA. 'It provides an excellent platform to get the message out to regional Australian men to be proactive about their prostate health. Early detection is the key to saving lives with prostate cancer.'

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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