



FOR IMMEDIATE RELEASE  
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## **Sea to Summit Challenge 2007** **Australia's ultimate single day cycling event gearing up to raise money for Redkite**

Some of Australia's toughest riders will set out to tackle the country's ultimate single day cycling event, the Sea to Summit Challenge 2007 in aid of Redkite, Australia's leading childhood cancer support charity, on 17 November, 2007. The event covers some 240km and climbs 5,500 metres from sea level at Merimbula's coastline to the highest point in Australia, Mt Kosciuszko, in just a single day.

**Put into perspective, this cycling event is tougher than many mountain stages of the Tour de France.** Now in its second year, the event raised more than \$40,000 in 2006 with nine riders, this year doubling to include 18 riders and 16 event participants, from all walks of life and from all over Australia including Sydney, Newcastle, Canberra, Melbourne and Mt Beauty.

This year however, the team also includes **Australian Solo 24 hour Mountain Bike Champion, Kim McCormack** and **U19 Cross Country Mountain Bike Oceania Champion, Paul van der Ploeg** who are sure to encourage and provide inspiration to other members of the team.

The event has received invaluable support from numerous corporate and personal sponsors, without whom, the event would not be possible. Major sponsors for the event include Carrington, Netti, Falls Creek, Kennards Hire and Foodworks.

This event gives ordinary people the opportunity to make extraordinary achievements while raising much needed funds and awareness for childhood cancer. All funds raised will assist Redkite to continue supporting children, young people and their families through the difficult journey of childhood cancer by providing essential emotional support, financial assistance and educational services. For more information about Redkite visit [www.redkite.org.au](http://www.redkite.org.au)

For further details on the race and to see how you can sponsor a rider or to show your support and make a donation, please visit [www.s2schallenge.com.au](http://www.s2schallenge.com.au)

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For further information about the ride or to set up interviews and photography opportunities please contact:

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Redkite is the new name for The Malcolm Sargent Cancer Fund for Children in Australia



## **Redkite. Supporting children through cancer...**

Over 1000 children and young people are diagnosed with cancer or leukaemia each year. Thanks to advancements in medical and therapeutic techniques around 80% will be cured, however rigorous and extended treatment regimes put enormous pressure on both children and families.

Redkite is an Australian charity that works to ease the pressure and to alleviate distress by providing emotional support, financial assistance and educational services to children, young people and their families throughout the difficult treatment period and beyond. Redkite receives no government funding and relies entirely on the generosity of the community to provide these important services.

### **Redkite services**

#### **Emotional support...**Providing emotional support

Coping with cancer is full of uncertainty and is extremely stressful. Family life can be put under enormous pressure following diagnosis, and the long periods of treatment take their toll on everyone in the family. Redkite supports children and their families by providing professional counselling and social work services. The provision of these services extends throughout treatment and for a period beyond when many emotional and practical issues can still arise.

#### **Financial assistance...**Relieving financial pressure and providing stability

Caring for a sick child, particularly one hospitalised a long way from home, can have a devastating effect on family finances. Often there is an enormous loss of income, as a parent has to give up work to be with their sick child. There are also major additional expenses related to such things as travel and accommodation near treatment centres, keeping family members in contact with one another when they are separated, and finding additional childcare for siblings. Redkite is available to help with essential household expenses, emergency payments and child specific costs such as wigs and special needs items.

#### **Educational services...**Compensating for lost education

Long periods away from school and the effects of cancer and its treatment can have a very disruptive effect on a child's education, development, friendships, self-esteem and confidence. Redkite tutoring grants assists children and young people to reconnect with school and friends, rebuild confidence and self-esteem and catch-up with their studies or their special interests. Redkite scholarships are also available to encourage young people to achieve their educational aspirations.

#### **Music therapy...**Helping to manage the pain and stress of cancer treatment

Redkite music therapists work in children's cancer units providing the children with an enjoyable, supportive and creative environment in which they can express themselves, regain a sense of choice and control and have important areas of growth and development stimulated. Music therapy also provides relief from pain and aims to strengthen a child's ability to cope with the stress of cancer and its treatment. Sir Malcolm Sargent, by whose name Redkite was formerly known, inspired our original development of this popular service.

#### **Family support and activity days...**Sharing experiences and tackling the feelings of isolation

Dealing with the stress and complications of helping a child through cancer treatment can become a difficult and lonely experience. Redkite's special 'Family Fun Days' take place throughout the year allowing the children and their families to get together and enjoy some relief from the enormous pressure they are under.

#### **Bereavement support...**Helping families through the loss of a child

Losing a child to cancer is devastating for a parent and indeed, the whole family. Redkite provides grants for bereavement counselling to help families who have suffered this loss, as well as assisting with funeral expenses in times of financial need.

**For further information about Redkite please visit [www.redkite.org.au](http://www.redkite.org.au)**