

NEWS RELEASE

FOR RELEASE ON THURSDAY 9 AUGUST 2018



\$10 from every jersey goes to the WCHF

Long time Women's and Children's Hospital Foundation supporter, Mega Bike, is upping its fundraising efforts for the Foundation

From 1 July 2018, \$10 from every Postcards of Australia jersey sold is donated to the foundation through the Sam Roberts Family Fund.

The Postcards of Australia jerseys, created by Mega Bike founder Claud Altin and designed in South Australia, represent the states of Australia and are worn all over the world by overseas visitors and Australian cyclists alike.

Jerseys for South Australia, Western Australia, New South Wales, Victoria and Australia are already available, with designs for Tasmania and Queensland to be launched later this year. Each jersey features the floral emblem and state badge. In addition, the SA jersey features the Cycle 4 Sam and WCHF logos on the jersey sleeves.

Mega Bike has supported the WCHF through Cycle 4 Sam and the Sam Roberts Family Fund since 2008, participating in the bi-annual Cycle 4 Sam ride, creating special fundraising events and collecting gold coin donations on weekly bunch rides. To date, these gold coin collections have raised over \$7500, and today we've added another \$500 from jersey sales and gold coin donations.

Asked about this latest initiative, Claud said, 'We sell hundreds of our jerseys every year, so what better way to boost our fundraising for the WCHF than by donating some of the proceeds?'



**\$10 from every jersey
sold supports sick kids**



For more information, please contact Roxanne Price, Marketing & Operations Manager, Mega Bike
Ph: 08 8223 3315 | megabike@megabike.com.au | www.megabike.com.au