

22 September 2008

MEDIA RELEASE

Peters cycling for CP

Peter Maguire, who's 'Around Australia Bicycle Ride' is helping to raise vital funds for children in Australia living with CP, will be pedalling through Perth on Tuesday 23 September to meet his inspiration, six year old Paris Donald, from Canning Vale.

After 12 months of planning and training, Peter's 15,000km cycle adventure around the Australian mainland coast began in Canberra on 1 May 2008.

Having already completed over 10,000km of his journey, Peter's 'burning desire' to raise money for children living with CP across Australia is propelling him towards the finish line in Canberra, which he is hoping to cross before the end of the year.

The funds raised from corporate sponsorship and donations from the general public throughout the trip, will be donated to CP Australia, a not for profit association representing the interests of Australians living with CP. The funds will then be divided up between CP Australia's member organisations in each state, and contribute towards the purchase of specialised pieces of equipment for children living with CP.

In Western Australia, Paris, who has appeared in promotional material for Peter's bicycle ride, will be one of the children to benefit from the fundraising initiative. From the funds raised, Paris will receive her very own modified tricycle, the use of which will assist in strengthening Paris' legs and trunk, improving balance when sitting and encouraging alternate leg patterns that are important for walking.

"There are 33,000 people in Australia living with CP or similar disabilities and the cost of meeting therapy and equipment needs is as high as \$59.2 million, which is why initiatives like Peter's journey is so important to us," said Kathy Kane, Fundraising Manager from The Centre for Cerebral Palsy.

Vanessa, Paris' mum said "It is nice to know that the community in which we live, and incredibly generous people like Peter, show such wonderful support for children with special needs".

For further information on Peter's 'Around Australia Bicycle Ride', visit www.ausbycycle.com.

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PHOTO OPPORTUNITY: Peter Maguire will be attending a 'Meet and Greet' Morning Tea at The Centre for Cerebral Palsy with Paris and her family.

Date: Tuesday 23 September

Time: 10am-11am

Address: The Sir David Brand Centre, 106 Bradford Street, Coolbinia

For further information please contact:

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FACTS ABOUT CEREBRAL PALSY

- *CP is a permanent physical condition that affects movement.*
- *In Australia a child is born with CP every 18 hours.*
- *Australians under 18 are three times more likely to be diagnosed with cerebral palsy than cancer.*
- *There is no pre-birth test, no known cure and severity is on the increase.*
- *For most the cause of CP is unknown.*
- *CP is not a disease, it is not contagious.*
- *CP can be as mild as just a weakness in one hand ranging to almost complete lack of movement.*
- *Since 1951 The Cerebral Palsy Association has forged an enviable reputation as one of the leading disability service providers in WA. In line with the outstanding work we do in the area of CP management and support to those with disability, on 13 March 2007 we adopted a new name The Centre for Cerebral Palsy and colourful new logo.*