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MEDIA RELEASE

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Ride for Reason

The mammoth feat of cycling from Melbourne to Gosford is the huge task that local Terrigal resident Mark Slater has undertaken to create awareness and acceptance of mental health issues affecting Central Coast people.

With a Melbourne departure date of Friday 13th June, Mark will be cycling the inaugural "Ride for Reason" bike ride with an aim to raise more than \$50,000 to benefit Coast Shelter. Coast Shelter will use the proceeds to implement mental health programs in the community.

With more and more people touched daily by mental health, the need to stamp out the stigma associated with mental health issues is vital to creating a society where issues are discussed openly and worked through.

The highlight of the ride will be Mark's arrival to Gosford waterfront on Saturday 21st June. The waterfront celebration is planned to honour Mark's arrival with many family events planned, including appearances from the Mariners, face painting, dressed up characters, colouring in competitions and more! Kick off for the waterfront celebration is 12 noon and festivities are expected to continue until 3pm.

A celebratory luncheon to reflect on Mark's journey will also be held at Lizotte's at Kincumber on Sunday 6th July. For just \$75 per head, guests will be treated to an afternoon of great food, fabulous wine, live local musical talent, silent auctions, raffles and more! For bookings contact Lizotte's direct on 02 4368 2017, or book online www.lizottes.com.au.

Support of the event is available by donating to Mark's epic cycle journey. Both monetary and prize donations are welcome. To donate, please contact Sharon O'Malley on 02 4365 7222 or email on info@rideforreason.org.au. More details on the Ride for Reason campaign can be found at www.rideforreason.org.au and www.coastshelter.org.au.

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**For further details on this media release contact Sharon O'Malley
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