



CHILDREN'S
Leukaemia & Cancer Research
Foundation (Inc.)



MEDIA RELEASE

For immediate release

TUESDAY 22 SEPTEMBER

RIDERS BACK IN THE SADDLE FOR 18th SOUTH WEST BIKE TREK

It may have been a bumpy road to the start but it's all eyes on the horizon for a pack of determined riders who are pumping up their tyres ahead of the South West Bike Trek 2020.

After huge success in previous years, Western Australia's premier charity bike ride is back for its 18th anniversary, with 15 riders set to make the epic 600km journey from Perth to Augusta in the hope of raising \$40,000 for the Children's Leukaemia & Cancer Research Foundation (CLCRF).

This year's trek will begin on Sunday, 11 October from Sir James Mitchell Park, South Perth Foreshore with riders travelling across some of the most spectacular roads in WA before winding up in Augusta on Saturday, 17 October.

The event has been organised once again by South West Bike Trek co-ordinator and CLCRF member Eric Maddock, with the help of local Lions and Rotary Clubs.

Mr Maddock, 71, has been a passionate supporter of the event for the past 12 years, after his great-niece, Jade, was diagnosed with leukaemia at the age of four. Now 17 and in remission, Mr Maddock said the treatment and support she received left him with an overwhelming sense of wanting to "pay it back".

"The doctors did so much to help Jade and it is so wonderful to see her loving life now," he said. "Originally childhood cancer research focussed on treatment and survival rate but now

it also focuses on treating the individual and the type of cancer they have. That means the side effects of the treatment are less and they have a lot better quality of life.”

Australia has one of the highest incidences of childhood cancer worldwide, with 600 children diagnosed every year. CLCRF has been raising funds for research into childhood cancers for over 40 years and is committed to ensuring ground-breaking research into childhood cancer can continue so that future generations can live cancer free.

The South West Bike Trek is the biggest purely volunteer run fundraising event for childhood cancer in WA and since it started in 2002, has raised close to \$700,000 for CLCRF. Rather than a race, the trek is conducted at a leisurely pace with riders encouraged to work together to ensure each other’s wellbeing.

Mr Maddock said while 2020 had been a challenging year for everyone, he was delighted the event could take place and continue to raise important funds for research.

“We were so worried we wouldn’t be able to hold the ride this year because of COVID-19 but when the restrictions started to ease, I was getting so many calls from riders wanting to take part,” he said. “We have had to restrict the numbers this year, but I am just so happy it’s going ahead as it’s such a hugely important fundraiser for children’s cancer research.

“We’ve been told to ‘wander out yonder’ so now there’s even more of an excuse to get out there and explore the South West region while raising money for child cancer research.”

This year, South West Bike Trek organisers are calling for the public to “adopt a rider” in an effort to assist the fundraising efforts of the 15 incredible riders who have signed up for the challenge. Due to COVID-19 severely impacting the riders’ ability to fundraise, schools are also being encouraged to support riders by holding gold coin donation days.

The 2020 South West Bike Trek is expected to follow the below schedule:

Day 1 Sunday 11 October South Perth to Fairbridge
Day 2 Monday 12 October – Fairbridge to Preston return
Day 3 Tuesday 13 October – Fairbridge to Harvey
Day 4 Wednesday 14 October – Harvey to Bunbury
Day 5 Thursday 15 October – Bunbury to Busselton
Day 6 Friday 16 October – Busselton to Margaret River
Day 7 Saturday 17 October – Margaret River to Augusta
View the full schedule [here](#)

For more information visit swbiketrek.com.au
To support a rider visit swbiketrek.com.au/support-riders

MEDIA MATERIALS

Download images [here](#) | Watch the highlights reel [here](#)

MEDIA ENQUIRIES

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South West Bike Trek partners



Lions clubs

Falcon Lions Club | Waroona Lions | Harvey Lions Club | Boyanup Lions
Capel Lions | Cowaramup Lions | Leeuwin Lions

Rotary clubs

Pinjarra Rotary | Harvey Rotary | South Bunbury Rotary Club
Busselton Rotary | Margaret River Rotary

South West Bike Trek supporters

Harvey Fresh | Bunbury Toyota | Café Mooba – Cockburn Central | Jarra Infusions – Pinjarra
| Swings Taphouse and Kitchen – Margaret River | Fairbridge Village | Eden Grove | Eaton
Scout Hall | Coles Supermarket Warnbro | IGA Shoalwater | Harvey Business & Professional
Women's Ass. | Harvey Shire Council | PEACH (Personnel Employed at Alcoa Charity Help)
Bakers Delight – Warnbro | BP – Baldivis