



www.rideforthehills.org.au

Media Release Friday 13th March 2009

ITS ALIVE!

The Ride for the Hills (RTFH) now boasts a team of over 50 enthusiastic riders working on what will be one of the largest charity rides ever seen in Melbourne.

Swamped by support from sponsors, who have donated prizes for the event, Sarah Holslag (RTFH Marketing/Merchandising Rep) said today, "I can't believe peoples' generosity in donating auctionable memorabilia for the day." A detailed list of items is attached which will be used for a Pre-registration incentive for those who register online, for raffles and auctions at the event.

Many riders have offered their support, with eight "feeder runs" organized, each with their own nominated rider contact (see www.rideforthehills.org.au). Reception for riders arriving at Whittlesea is being managed by the Whittlesea Ulysess Club Branch. 5000 brochures have been distributed and an online publication is being viewed at over 30 times per hour giving the event international exposure (see website - over 4000 views as at Thursday 11th March since being published on 27th Feb).

Victoria Police have thrown their support behind the event and are working closely with the Organizing Committee to ensure that the safest route is chosen for the event. Several off duty police officers have volunteered their services on the day of the ride.

Date: Sunday 5th April

Starts at St Kilda Pier, Pier Road St Kilda Departing at 11.00 am

Destination – Whittlesea

Riders are being encouraged to pre-register for the ride by paying \$20 online, as there are some amazing prizes up for grabs for those that do so, via the official web site for the event at www.rideforthehills.org.au . Riders unable to attend are also encouraged to donate – and they will also qualify for the Online Registration prizes.

Detailed information and updates about the event can be found on the website for the RTFH at www.rideforthehills.org.au .

For further information contact:

John Karmouche President MRA(Vic) – 9877 3004



www.rideforthehills.org.au

Phil Cassap – 0410 642 008 RFTH Chairman



www.rideforthehills.org.au

Organizations involved (so far) :

MRA(Vic) (www.mravic.org.au)
Netrider (www.netrider.net.au)
CFA
MFB
National Committee Ulysses Club Australia
Whittlesea Ulysses Branch
Motorcycling Australia
City of Whittlesea
City of Port Phillip
Club Y
Eastern Riders
Z Owners Club
Brunswick HOG
Central Victorian Riders
MPMC Mornington Peninsular Motorcycle Club

Registration prizes are as follows:

1st - Alex Gobert Race School Course - Donated by Alex Gobert
2nd - Set of Dunlop Qualifier Tyers (180/190) - Donated by Madaz
3rd - Bitchin Bitumen Book signed by Cameron Donald (TT Rider) - Donated by Bitchin Bitumen

Prize for largest donation is a pair of Alpinestars GP Pro Gloves signed by Norituki Haga - Gloves Donated by Peter Stevens Ringwood signed at WSBK Testing week prior to race 22/02/2009.

Raffle prizes include:

Bolwell S7 Bicycle
Ten Kate Signed Shirt
Signed copies of Bitchin Bitumen - Fabien Foret & Noriyuki Haga
Copies of Weekend Warrior 1 & 2
Dyno Runs
Copies of "Legends" Magazine signed by Cameron Donald (featured on the cover)



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Complete list of items donated so far are:

Bicycle - Donated by Hollie Black from Bowlell
Set of Dunlop Qualifiers - Donated by Mark from Madaz Performance Centre
Tan Kate Shirt Signed by Team - Donated by Randall from Road Rocket
Tan Kate Tank Guard Signed by Andrew Pitt - Donated by Randall from Road Rocket
Bitchin Bitumen Book signed by Fabian Foret - Books Donated by Jake Haddad from Bitchin Bitumen
Bitchin Bitumen Book signed by Cam Donald - Books Donated by Jake Haddad from Bitchin Bitumen
Bitchin Bitumen Book Signed by Noriyuki Haga - Books Donated by Jake Haddad from Bitchin Bitumen
3 X Sets of Weekend Warrior - Donated by Jake Haddad from Bitchin Bitumen
3 X Legends Magazines signed by Cam Donald
Alpinestars GP Pro Gloves signed by Noriyuki Haga - Gloves Donated by Peter Stevens Ringwood
Alpinestars GP Pro Gloves Size M - Gloves donated by Peter Stevens Ringwood
Alpinestars WR1 Gore-Tex Gloves Size M - Donated by Peter Stevens Ringwood
100 X Stroke Magazines - Donated by Yarrive from Full Throttle Racing
Caps - Donated by Yarrive from Full Throttle Racing
Jacket - Donated by Yarrive from Full Throttle Racing
Hoddies - Donated by Yarrive from Full Throttle Racing
6 X Dyno runs - Donated by DynoBike
School Day - Donated by Alex Gobert Road Race Academy
School Day - Donated by Steve Brouggy California Super Bike School

PO Box 12905 A'Beckett St Melbourne Vic 3000 Phone: 03 9877 3004

WEB: www.mravic.org.au email: mraa@mraa.org.au

ABN: 28 703 101 330

Patron: Professor Marcus Wigan,
FACS, FInstP, FICE, FIEAust, FAITPM, FCILT, MBCS, CEng, CPhys, CPEng, Eur-Ing.



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Organizations/Clubs involved/assisting with the Ride for the Hills as of 3 March 2009 are;

Road Rocket - www.roadrocket.com.au

Dynobike www.dynobike.com

Peter Stevens - www.peterstevens.com.au

Bitchin Bitumen - <http://www.bitchinbitumen.com.au>

www.mcnews.com.au

www.bikepoint.com.au

Motorcycling Australia - <http://www.ma.org.au>

Alex Gobert's Road Race Performance Academy - <http://www.rrpa.com.au>

David Langridge- <http://victas.uca.org.au>

Facebook- <http://facebook.com>

Dan Rotman – MA- <http://ma.org.au>

Woodstock Bourbon Honda Racing- <http://www.woodstockhonda.com.au>

Media:

Greg – Motorcycle Trader-

Trev Hedge – ACP News, News Ltd, Fairfax- <http://apcnews.com>

Mark Fattore – Bike Point- <http://bikepoint.com.au>

Peter Dunphy – VACC- <http://VACC.com.au>

Cheryl - Club Y – Website/WSBK

Ken Wooten -

Thomas Reynolds

Netrider (Australia's largest online motorcycle forum. www.netrider.net.au

Simon Gould-Victorian Advertising Manager, Two Wheels- <http://twowheels.com.au>

Brady Art- www.bradyart.com.au

Clubs

Club Yamaha - www.cluby.com.au

Motorcycle Riders Association of Victoria- <http://mravic.org.au>

OZVFR Club www.ozvfr.net.au

National Committee Ulysses Club of Australia - <http://ulyssesclub.org>

Mornington Kawasaki - www.morningtonmotorcycles.com.au

Eastern Riders Club- <http://easternriders.org.au>

Z Owners Club- <http://kawariders.com.au>

Brunswick HOG- <http://brunswickhog.org>

Central Victorian Riders- <http://centralvictorianriders.webs.com>

Australian Scooter Federation - <http://www.scooterfederation.com.au>

Kim Challands- www.melbournestarriders.org

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Peter Mathews President BMW Vic- <http://bmwmccvic.org.au>

Ern Reeder-Melbourne Sportsbike Riders - www.ariel.unimelb.edu.au/~ben/mtcv/ /

David Langridge - Classic Motorcycle Club of Victoria- <http://classicbike.com.au/cms>

Authorities

CFA- <http://cfa.vic.gov.au>

Melbourne Fire Brigade - <http://mfb.vic.gov.au>

City of Whittlesea - <http://whittlesea.vic.gov.au>

City of Port Phillip - <http://portphillip.vic.gov.au>

A number of committed individuals helping spread the word of the ride. Many thanks.

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