

MEDIA INFORMATION

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Robbie McEwen Sprints To Help Kids

Australian cycling legend Robbie McEwen has thrown his support behind 15 year old Jack Sinclair's quest to complete the Holy Grail of Australian ultra endurance cycling – cycling across Australia from Perth to Surfers Paradise – by becoming the **Ambassador for the “Perth to Paradise” ride**.

“To dedicate and use the ride to raise funds and awareness for the great work of Big Brothers Big Sisters of Australia is a testament to Jack and I've been extremely impressed by his preparation, his dedication and his commitment to supporting those who need a helping hand,” said Mr. McEwen.

McEwen's commitment to the ride was evidenced by him meeting up with Jack to shoot some promotional video just hours before he flew to his Belgium base to begin preparation for his assault on the world cycling stage for 2008.

“Robbie's a great guy, an incredible cyclist, a fantastic dad and to have him help me out with tips, encouragement and support is a huge boost,” said Jack.

The Perth to Paradise ride is a grueling **4,500 kms ride in just 30 days** starting on September 11, 2008 in Perth and finishing under the Surfers Paradise sign on October 10, 2008.

Jack will use the trek to raise funds for disadvantaged youth via the **Big Brothers Big Sisters of Australia** charity (provide vulnerable young people in need of additional support and friendship, with a caring mentor and positive role model).

ENDS

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