

# The Sun-Herald CITY2SURF

PRESENTED BY



SYDNEY AUSTRALIA  
AUGUST 8, 2010

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## MEDIA RELEASE

As part of the City2Surf Charity Challenge, *The Sun-Herald* is awarding two cash prizes of \$10,000 to both the individual and team that raise the highest amount of money in the 2010 Sun-Herald City2Surf presented by Westpac.

Over \$2.25 million was raised at the 2009 City2Surf. *The Sun-Herald* is celebrating the 40<sup>th</sup> running of the City2Surf on Sunday, August 8 and with an anticipated 75,000-plus entrants. The goal for 2010 is set at \$3 million.

Acting Editor of *The Sun-Herald*, Liz Hannan, said the prize initiative was an opportunity to give back to the community and the long-running event.

"*The Sun-Herald* [formerly *The Sun* newspaper], which has been organising the City2Surf since its inception in 1971, is very proud to be offering this major prize to our highest fundraisers this year'.

There are more than 460 charities from across Australia to choose from. To be in the running for the \$10,000 prize (individual and team), start fundraising for a worthy cause today!

Follow the easy instructions to create a personalised webpage requesting support that can be emailed to friends, family members and colleagues.

The winners will be chosen at midnight on race day, one winner will be selected in each category (individual and team) to receive a \$10,000 donation from *The Sun-Herald*.

You can run fast, or run slow; jog, walk, dance, or wear fancy dress ... the choice is yours and there is always the fantastic achievement of reaching the finish line at iconic Bondi Beach. Make your City2Surf participation even more rewarding by fundraising for your favourite charity online.

Every runner will get to keep their timing tags as a souvenir of the 2010 race. So whether it will be your first or your 40<sup>th</sup>, *The Sun-Herald* City2Surf is set to again be a fantastic community event for all, with some extra special celebrations in store for this year.



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The 2010 *Sun-Herald* City2Surf is proudly presented by Westpac and supported by New Balance, Rebel Sport, Gatorade, Jockey, Berlei, RSVP, Nova 969, One HD, 2UE, Fitness First, Sheraton on the Park Sydney, NSW Government, Events NSW, City of Sydney, Waverley and Woollahra Councils.

\*Highest fundraiser competition closes 8/8/10 at 23:59 (AEST). Winners notified within seven days of the closing date by phone and in writing and names published in *The Sydney Morning Herald* on 20/8/10. Terms and conditions available at [city2surf.com.au](http://city2surf.com.au)

### FOR ENTRANTS

Visit [www.city2surf.com.au](http://www.city2surf.com.au) and go to the Make a Splash start fundraising today link and follow the easy instructions.

### FOR MEDIA

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Interviews are available with the following talent upon request:

- Liz Hannan, Acting Editor of *The Sun-Herald*

