



SYDNEY AUSTRALIA
AUGUST 8, 2010

MEDIA RELEASE

The Sun-Herald City2Surf kick starts its 40th celebrations with Steve Waugh and Grant Hackett ahead of entries opening this Sunday

THURSDAY, May 20, 2010: This morning at Sydney's iconic Bondi Beach, *The Sun-Herald* City2Surf launched its 40th celebrations with Steve Waugh and Grant Hackett, two high profile early-bird entrants for the 2010 event.

Waugh and Hackett encouraged both serious runners and the not-so-serious participants to join them on the 14 kilometre scenic course from Hyde Park to Bondi Beach, and enter from this Sunday for the 2010 *Sun-Herald* City2Surf early-bird registration.

Joined by 2009 *Sun-Herald* City2Surf winner, Michael Shelley, Waugh and Hackett were presented with their 2010 chest bibs to compete in the race on Sunday, August 8 by *The Sun-Herald's* editor Simon Dulhunty.

Dulhunty also officially announced today that Westpac is *The Sun-Herald* City2Surf's new Presenting Partner – marking an exciting partnership in the event's 40th year, now the largest running event in the world and voted Sydney's favourite sporting event.

"*The Sun-Herald* City2Surf is delighted to welcome Westpac onboard and we look forward to the start of a great relationship between this iconic brand and our event. With a focus on raising money for charity very much at the heart of the City2Surf, it's great that Westpac will be using its involvement to raise money for Surf Life Saving and the Westpac choppers. Last year 75,000 entrants raised over \$2.2 million for the City2Surf Charity Challenge," Simon Dulhunty said.

"Already we have several well-known Sydneysiders onboard to compete in the 2010 *Sun-Herald* City2Surf, but more importantly they have registered to help raise money for charity. Steve Waugh and his team will be running to raise money for the Steve Waugh Foundation and Grant Hackett will be fundraising for Surf Life Saving and the Westpac Life Saver Rescue Helicopter. We're hoping that in our 40th run, it will be our biggest year of fundraising yet with a target to raise \$3 million in 2010."

"Westpac has a long history of working with the community since we first opened our doors in Sydney nearly 200 years ago. From our support of many local causes through to the Westpac Life Saver Rescue Helicopter in Australia's longest corporate partnership, we have extensive relationships with Surf Life Saving, the Salvos and the Smith Family. All are part of Westpac's more local approach to the way we run our business and support for the things that matter in the communities we are a part of," said Damien Macrae, Westpac's State General Manager in NSW.





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The highest Charity Challenge fundraiser in the 2010 *Sun-Herald* City2Surf will receive a prize for their outstanding efforts. When registrations open this Sunday, entrants will see a new starting group which has been introduced for all those City2Surf participants who want to take it easy and enjoy the view – families and fun groups will now have their own start.

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 40th, *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.

FOR ENTRANTS

Entries for *The Sun-Herald* City2Surf open online from this Sunday, May 23, www.city2surf.com.au

Upon registration entrants will then receive details on how to set-up their own personal fundraising page for the Charity Challenge.

From this weekend *The Sun-Herald* will include a countdown to race day, plus get your City2Surf official training planner online at www.city2surf.com.au.

FOR MEDIA

For all queries or interview requests please contact the PR & Communications Team:

Sarah Smith M: 0400 038 188 City2Surf Communications & PR Director
Marissa La Spina M: 0407 444 721 City2Surf PR Coordinator

Interviews are available with the following talent upon request:

- Simon Dulhunty, editor *The Sun-Herald*
- Damien Macrae, NSW State General Manager, Westpac
- Steve Waugh, 2010 City2Surf runner and fundraiser for The Steve Waugh Foundation (please note that Steve is available for radio Sunday only)

