



MEDIA RELEASE

Cystic Fibrosis Australia

Tuesday, 24 August 2010

What do you get when you mix "The Purple People Eater" and the "Kenny's?"

Answer = Lots of crazy antics and laughter on the Cystic Fibrosis Great Escape Car Rally 2010

The annual Cystic Fibrosis Great Escape Car Rally is into its 9th year and with it comes a fleet of crazy cars to raise funds and awareness for Cystic Fibrosis.

Support these larrikins by raising funds for Cystic Fibrosis. Donations can be made to cars or directly to Cystic Fibrosis at www.thegreatescape.org.au

This years rally starts in three weeks and travels from Echuca to Batemans Bay via Kangaroo Island. Keep up to date with their daily antics on [Facebook](#) and [Twitter](#) both these links are on our website www.thegreatescape.org.au

Along the way, cars will participate in all sorts of activities including being pulled by heritage tractors at Patchewollock, dressing up as animals or mammals playing lawn bowls, and being part of the "Toop and Toop" Rock n Roll festival at Victor Harbour.

Entrants will also visit schools with the cars, creating awareness for Cystic Fibrosis and Loxton primary school are creating yellow and red roses to sell to raise funds for Cystic Fibrosis.

One of the leading fundraisers and participants of the Great Escape, Teresa Carlson, sadly lost her daughter at 17 years old to Cystic Fibrosis. Her passion for raising funds and awareness along with her enthusiasm has made her a favourite. Every year she dedicates her time to raise funds and awareness for Cystic Fibrosis in memory of her daughter. This year she has a new car, the *Purple People Eater* and she is looking forward to all things purple on the trip.

The charity car rally sponsored by L J Hooker will start its 10 day journey at Echuca on Tuesday 14th September, travelling through Victoria, crossing the border into South Australia, stopping at the National Motor Museum at Birdwood and then travelling across the ferry to Kangaroo Island, continuing back into Victoria and NSW, then finishing at the beautiful Bateman's Bay on Thursday 23rd September.

Cystic Fibrosis Australia (CFA) is asking Australian's to donate to this cause that gets no government funding. All donations go to research and support to continue the quest for a cure. Cystic Fibrosis (CF) is a genetic condition that primarily affects the lungs and digestive system and sadly results in a shortened life expectancy.

In Australia every four days a child is born with Cystic Fibrosis. Every baby is screened at birth for Cystic Fibrosis, as over a million Australians are carriers of the gene.

Funds raised by The Great Escape will be directed to research projects, including the Cystic Fibrosis Data Registry and support services for children and young adults living with Cystic Fibrosis.

People can donate by calling 1800 635 008

or visiting www.thegreatescape.org.au

or www.cysticfibrosis.org.au

"The Great Escape is touching an increasing number of Australian communities and continues to assist families living with Cystic Fibrosis. Funds raised will help develop treatment and provide support to improve the quality of life of Cystic Fibrosis sufferers" said Mr Terry Stewart, CEO of Cystic Fibrosis Australia .

Ends

Further information:

For more details about The Great Escape 2010, including the event brochure, itinerary, images, videos and map visit www.thegreatescape.org.au

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The Great Escape website, Facebook and Twitter pages will be updated daily during the rally with images and travel anecdotes.

Media contact:

Interviews, live crosses, daily updates and/or photo opportunities can be arranged with Terry Stewart (CEO of Cystic Fibrosis Australia), and other local and interstate rally entrants. These media opportunities are available for the entire duration of the rally.

Press releases, images and video footage will be available for download on the media page at www.thegreatescape.org.au

To arrange an interview or request further information, please contact:

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Photo caption:

Official CFA rally car 'Rosie', to be driven by Cystic Fibrosis CEO, Mr Terry Stewart.

