

MEDIA RELEASE

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POLICE CREDIT UNION RIDING LIKE CRAZY, ALL FOR A GOOD CAUSE

Police Credit Union has gone crazy for cycling, again throwing its support behind the Ride Like Crazy charity cycling event, now in its third year, raising valuable funds for cancer research, prevention and treatment.

Sunday 16 January 2011, thousands of riders will head off from Unley Shopping Centre, riding up through the Adelaide Hills before crossing the finish line at Unley Oval, where riders and supporters can enjoy a BBQ lunch and listen to the SA Police Band, amongst other family friendly activities.

Police Credit Union Chief Executive Officer Costa Anastasiou said that Police Credit Union was proud to again support the Ride Like Crazy event and its efforts to raise funds for the Flinders Medical Centre Foundation and the Neurosurgical Research Foundation, by being a Gold Sponsor.

“A team of eight Police Credit Union staff will be participating in the event but we’re also encouraging our members to get involved and take part in the day, as the more riders the more money raised,” Mr Anastasiou said.

“Police Credit Union remains heavily committed to an extensive corporate social responsibility policy and encourages our members to get involved with initiatives driven through our Plant the Seed Foundation, such as the Ride Like Crazy charity event.”

For Police Credit Union staff member, Jessica Clifford, participating in the Ride Like Crazy event means much more, having personally been touched with cancer.

“Raising funds for research that could prevent the trauma of cancer is particularly dear to my heart, having lost close family members to the big C, including my grandma from leukaemia, my nanna from ovarian cancer and my uncle from mesothelioma (asbestos lung cancer),” Ms Clifford said.

“I participated in Ride Like Crazy in 2010 and the atmosphere was electric, being surrounded by thousands of people who are all together for the good of others.”

“I can’t wait to get on my bike for this year’s Ride Like Crazy event.”

For more information and to register for Ride Like Crazy visit www.ridelikeycrazy.com

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