the centre for cerebral palsy

celebrating potential, creating possibilities

28 April 2009

MEDIA RELEASE

St Mary's Gets Behind Emma's Challenge

Ten-year-old Emma was one of the youngest participants when she completed a 567km bike ride around the South West in early April as part of Bicycle Victoria's "Great Escapade". Emma did the ride partly for fun, but mostly to raise funds for The Centre for Cerebral Palsy's Wheelie Big Challenge.

Emma had an amazing ride over the nine days (of which only one was a rest day). Proud mum Marie-Claude said, "Instead of getting tired she actually loved it more each day. It was by no means easy, with the weather not always being cooperative and the distances were quite challenging. But she did it all on her own, never used the "sag wagon" … and biked up every hill without pushing once! She even reached another milestone when on one of the 87km days, the Nannup – Augusta leg, she pushed further to the lighthouse to reach 100km in one day. We are very proud of her!"

In order to help children with Cerebral Palsy, Emma set herself a target to raise $6,000 by April 30 towards this year's Wheelie Big Challenge.

With the help of her sponsors from 10 countries around the globe and fellow students from St Mary's AGS Emma has nearly reached her target.

According to Marie-Claude, "The Principals at St Mary's strongly supported Emma with her fundraising and her class teacher - Rachel Newman - has been simply amazing! Emma is in Year 6, and girls in all three Year 6 classes baked cakes which they sold (together with CP Support wrist bands) during recess. Mrs Newman also got the whole class involved in following the route Emma was biking every day and gave her much encouragement. The St Mary's parents were extremely supportive in baking cakes and sending money for the girls to buy slices!!"

To show your support and to check on the inspirational messages of support Emma has received please visit her webpage www.wheeliebigchallenge.com.au and click on Emma.

Emma will be presented with an Award for her outstanding effort at The Centre's Wheelie Big Challenge Happy Hour which will be held at The Centre for Cerebral Palsy, 106 Bradford Street, Coolbinia 4-5pm on Thursday 30th April, 2009; we hope she brings her parrot!

-ENDS-

See photos from Emma's ride here:
http://albums.phanfare.com/isolated/xW4NSEvg/7642727/3770757

Photo Opportunity: Emma being presented with an award for her outstanding support
16.00 – 17.00
Thursday 30 April 2009
106 Bradford Street, Coolbinia WA

For further information contact:
Elisha Moran
Communications & PR Officer
The Centre for Cerebral Palsy
9443 0246 or 0416 479 841 (all hours)
elisha.moran@tccp.com.au

FACTS ABOUT CEREBRAL PALSY

- *CP is a permanent physical condition that affects movement.*
- *In Australia a child is born with CP every 18 hours.*
- *Australians under 18 are three times more likely to be diagnosed with cerebral palsy than cancer.*
- *There is no pre-birth test, no known cure and severity is on the increase.*
- *For most the cause of CP is unknown.*
- *CP is not a disease, it is not contagious.*
- *CP can be as mild as just a weakness in one hand ranging to almost complete lack of movement.*
- *Since 1951 The Cerebral Palsy Association has forged an enviable reputation as one of the leading disability service providers in WA. In line with the outstanding work we do in the area of CP management and support to those with disability, on 13 March 2007 we adopted a new name The Centre for Cerebral Palsy and colourful new logo.*