

The Honda Snowy Ride

July 2011 Newsletter



STEVEN WALTER FOUNDATION

**Date for this years ride is
5th November 2011**

2011 Entries Are Now Open

Online entries are now open for the 2011 ride. We have also enclosed an entry form for those not wishing to enter online. This may be posted or faxed back to the Steven Walter Foundation office, however we would prefer for those that are able to enter online as this saves us a lot of work in processing.

Start packs, including maps, etc, will be posted out in early October

Honda CBR1000RR Fireblade



2011 Raffle

Once again Honda Motorcycles Australia have generously donated a CBR1000RR Fireblade for us to raffle. This year's bike is a limited edition in HRC colours.

If you would like to purchase tickets, or sell tickets on our behalf please contact Karen or Sue by email

admin@stevenwalterfoundation.org.au

or by phoning 02 9542 5885

Snowy Ride What's On

This year's Snowy Ride is the first year on our way to 20 years and we are not resting on our laurels and the past, but once again, looking to maintaining the high standard and improve on what we already have. This year we will be going back to a Friday night concert, which will be the Brewster Brothers, with John and Rick and the boys doing a Friday night concert in the Thredbo Alpine Hotel and once again the Saturday night concert in the village square on the back of a truck.

The Motor Fest is on in Cooma again, so the check point will be at Cooma Showground. Several of the checkpoints have planned extra activities that will be announced in the start pack which will come out in early October.



Further information on the Friday Night Concert will go on our web site, and also if you wish to book phone Karen or Sue on 02 9542 5885.

Honda Snowy Ride Trade Promotion

This Years Winner

The winner of the Honda Trade Promotion at this year's Snowy Ride will take home a Honda VFR 1200 of their choice.

Anyone who enters the Snowy Ride is eligible to win, you don't have to attend the ride to have a chance to win the bike



Richard Phillips marketing manager of Perisher Blue presenting a cheque for \$8000 to Sue Walter from Steven Walter Foundation



Redd Dog is a major supporter of the Annual Snowy Ride, and over the last two years has raised in excess of \$10,000 for the Foundation with proceeds from the sale of Redd Dog clothing and other fundraising initiatives

Redd Dog produces a range of pure merino motorcycle clothing designed for cold-climate riders. Look out for Redd Dog at the next Snowy Ride, where we will **unleash** its 2011 Redd Dog/Snowy Ride fundraising range

Redd Dog clothing is 100% Aussie owned and made.

Merchandise

We have enclosed a merchandise pre-order form for those wishing to pre purchase any clothing prior to the ride. Orders will close on Friday 2nd October.

Photos of the merchandise will go on the website at the end of August giving you approx 5 to 6 weeks to place your orders.

Perisher Blue Support the Steven Walter Foundation and Childhood Cancer Research

With an early snowfall during May this year Perisher was able to open for 2 days on the 20th and 21st May. This was the earliest that Perisher had opened in over 30 years.

The weekend saw over 1500 people enjoy the early season skiing and snowboarding, with Perisher donating all lift pass sales to charity. Over \$25,000 was raised and \$8,000 of this was donated to the Steven Walter Foundation with all the money going to Children's Cancer Institute Australia.

Adventure Bike Section

Once again we will be doing a separate map with the dirt roads for the adventure bike enthusiasts, this has been put together with the help of Lance Turnley from Offroad Explorer. If you wish to participate in this section please nominate it on your entry.

Lance with the help of Clubby from Trailzone magazine will be running an organised (that's what they said) ride from the NSW Southern Highlands to the Snowy Ride using all those wonderful back roads. To register for the Offroad Explorer/Trailzone ride go to www.offroadexplorer.com and follow the prompts



STEVEN WALTER FOUNDATION

Funding Distribution for 2010-11

As announced earlier in the year, the Steven Walter Foundation has budgeted and approved an amount of \$500,000 to be disbursed for childhood cancer research. So far we have donated \$300,000 with still another \$200,000 earmarked for disbursement.



In March this year a cheque in the amount of \$100,000 was presented to the Children's Cancer Centre Foundation (CCCF) at the Royal Children's Hospital in Melbourne. The \$100,000 was made up of \$53,000 from a Hyundai/Carlton Football Club breakfast, fundraising at the MCG and \$20,000 from Victorian and Tasmanian Hyundai dealers, this was topped up with funds from Snowy Ride and Around Australia Ride.

L to R: Ian Juster Hyundai Motor Company Aust, Jeremy Smith President CCCF and Prof Terry Dwyer from the Murdoch Children's Research Institute Melbourne

In May this year a cheque for \$200,000 was presented to the Children's Cancer Centre at the Sydney Children's Hospital Randwick. This was made up of \$50,000 from Snowy Hydro towards the MRD programme (Minimal Residual Disease) at CCIA. The balance was made up of funding from Honda Motorcycles Australia, E-Choice Home Loans and the Snowy Ride.



L to R; Joe Collins chairman SWF, Allan McGuirk SWF, Dr David Ziegler Sydney Children's Hospital, Prof Glenn Marshal Sydney Children's Hospital, Prof Murray Norris Childrens Cancer Institute Australia and Susan Walter SWF

Steven Walter Foundation would like to thank its major sponsors, Honda, Snowy Hydro, Hyundai and E-Choice Home Loans for their cash support that allows the Foundation to make these important contributions to children's cancer research and the Foundation's aim of 100% Survival for Children with Cancer.

And to all those people who contributed to the Snowy Ride 10th Anniversary Appeal we thank you for your generosity and urge you to watch the enclosed DVD that will hopefully give you a better understanding of what we are endeavouring to achieve

Steven Walter Foundation Promotional DVD

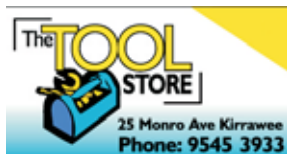
We have enclosed a copy of the Steven Walter Foundation's DVD outlining how it all started and what we are trying to achieve at the Foundation. This DVD has been produced for us by Stem Media and along with the generosity of John Mangos we have been able to produce an excellent overview of the Steven Walter Foundation and would like everyone to view the DVD and try to understand how important the work this Foundation does and the impact that it is having in saving the lives of children with cancer.

It is only by the generosity of corporations and individuals that we are able to achieve this and for those who have been able to take part in raising these funds we thank you. For those who would like to contribute to the Steven Walter Foundation you can be assured that the money is being used in the best possible way by some of the most brilliant individuals and organisations involved in childhood cancer research. You are welcome to use this DVD in promoting the Steven Walter Foundation and hopefully this may lead to raising much needed additional funds.

If you have received more than one DVD in your household this is because it is impossible to cull our database 100%, however you might like to pass it on to a friend that would like to see what we are doing.



Steven Walter Foundation Valued Supporters



Snowy Ride Contact Details

PO Box 4610 Sylvania Waters NSW 2224
Phone: (02) 9542 5885 Fax: (02) 9545 5562
E-mail: admin@stevenwalterfoundation.org.au
Web: www.snowyride.org.au