



## Woolworths Takes on the Challenge for Cancer Research with Woolies Wheels and Walks

Woolies Wheels and Walks, a wellbeing initiative by Woolworths Group in collaboration with Tour de Cure (TDC), is gearing up once again to raise vital funds for cancer research, support, and prevention projects. With a mission to empower individuals to make a positive impact, this initiative invites participants to set themselves a challenge while contributing to the fight against cancer.

Woolies Wheels and Walks encourages everyone to embrace the opportunity to support those affected by cancer while promoting a fit, healthy, and happy lifestyle. By taking part in this initiative, participants not only improve their own wellbeing but also play a crucial role in advancing cancer research and providing vital support to those in need.

In alignment with its mission, Woolies Wheels and Walks has set an ambitious fundraising goal of \$840,000. With the valued support of business partners and sponsors, the initiative aims to raise an additional \$760,000, bringing the total target to \$1.6 million.

In 2024, the campaign will incorporate walks in six capital cities, offering a 10km and 21km walk in Sydney, Brisbane, Melbourne, Adelaide/NT, Perth, and Hobart. It will also include a 3-day ride from Port Stephens to Bella Vista.

The Ride kicks off from Port Stephens on Sunday 12 May. Riders will head south 330kms to Bella Vista, via Hunter Valley and Wyong.

Along the way, Tour de Cure will fund different cancer grants of \$10,000 to the local communities, to help support those affected by cancer in these regions.

Three schools will be visited along the route, to spread the TDC cancer prevention message “**Be Fit, Be Healthy, Be Happy.**” This program has been rolled out to over **175,000 school children Australia-wide** and aims to teach that **1 in 3 cancers can be prevented** through healthy lifestyle choices.

Funds raised from Woolies Wheels and Walks will also support pancreatic cancer research projects at PanKind who are dedicated to improving cancer outcomes and patient care.

### **About Woolies Wheels and Walks:**

Woolies Wheels and Walks is a wellbeing initiative by Woolworths Group in partnership with Tour de Cure, dedicated to raising vital funds for cancer research, support, and prevention projects. Through engaging individuals and communities in physical activity challenges, Woolies Wheels and Walks aims to promote a healthy lifestyle while making a meaningful impact in the fight against cancer.

### **About Woolworths Group:**

Woolworths Group is a leading Australian retailer committed to making a positive difference in the lives of its customers, team members, and communities. With a diverse portfolio of brands spanning supermarkets, liquor, hotels, and more, Woolworths Group is dedicated to serving its customers with excellence while driving social and environmental responsibility.

### **About Tour de Cure:**

Established in 2007, Tour de Cure has raised over \$118 million, funding 1,000 projects in research, support, and prevention, contributing to 150 significant cancer research breakthroughs.

### **Why Research Matters:**

Research funded by organisations like Tour de Cure and PanKind plays a crucial role in developing new treatments, preventing cancer, and improving quality of life for patients and their families.

The following people are available to be interviewed:

- **Ralph Kemmler**, Rider, Managing Director of Property, Woolworths Group
- **Simon Rountree**, Chief Executive Officer, Tour de Cure

**Vision and photographs** are available daily.

### **Media Contacts:**

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Donations to Tour de Cure can be made at <https://tourdecure.grassrootz.com/general-donations/donate/>.

### **Follow Woolies Wheels and Walks on social media:**

Facebook @TourdeCureAustralia

Instagram @tourdecureaus

LinkedIn @tourdecureaustralia

X @tourdecure\_au

### **Ride:**

Day 1 – Sun 12 May: Port Stephens to Hunter Valley

Day 2 – Mon 13 May: Hunter Valley to Wyong

Day 3 – Tues 14 May: Wyong to Bella Vista

### **Walks:**

Tues 14 May: Bella Vista, NSW

Tues 21 May: Hobart, TAS

Thurs 23 May: Brisbane, QLD

Fri 24 May: Melbourne, VIC

Fri 31 May: Perth, WA

Fri 31 May: Adelaide, SA

**Woolies Wheels and Walks Fundraising Target 2024 Target - \$1.6million**

### **School Visits**

The team will continue to share Tour de Cure's 'Be Fit, Be Healthy, Be Happy' cancer prevention message with schools along the route.

### **Cancer Projects & Grants**

Eight cancer support grants will be funded to benefit communities:

1. Hunter Breast Cancer Foundation - HBCF House Cleaning Assistance Program, providing assistance in the home to aid the client's recovery process as well as delivering a safe, non-

toxic environment. Any resident in the Hunter region diagnosed with breast cancer can access 6 x 2-hour cleaning services during their active treatment period.

2. Yerin, Eleanor Duncan Aboriginal Services - Cancer Support Group for Darkinjung community, providing a biweekly Cancer support group for Darkinjung community: integrating art therapy, culture, and solidarity for holistic healing and support.
3. PinkFinns - Supporting Women, men and their families diagnosed with cancer, providing emotional support through social groups recognising the importance of connection with others in their community on a similar path.
4. Hummingbird House - Slings and Sheets, purchasing new hoist slings to transfer guests from their wheelchairs to their beds and to shower chairs. This grant will also fund five sets of special turning sheets to assist staff to turn guests in bed.
5. Childhood Cancer Association - Home Tutor Scheme, providing home based educational support for school aged children who are currently receiving treatment for cancer and are unable to attend school full time as a result of their diagnosis/treatment.
6. Solaris Cancer Care - Cancer Support for regional cancer sufferers and their families, increasing support to help keep patients as well as possible as they face their daunting treatment challenges.
7. Mummy's Wish, helping to manage the distressing burden of cancer on mums and their families by providing practical, tailored support during the entire treatment journey.
8. Melanoma Institute Australia – Sun Safe Student Ambassador Program and Community Melanoma Forum, providing training for representative students in sun safety and how to deliver an engaging presentation. The students go back to their schools and deliver a sun-safe presentation to their peers.

### **Call to Action**

You can show your support and help cure cancer by donating:

<https://tourdecure.grassrootz.com/general-donations/donate/>.