



## ETAPE CALEDONIA ANNOUNCES NEW CHARITY PARTNER AS PLACES OPEN FOR 2012 CHALLENGE

PERTH, 15<sup>th</sup> SEPTEMBER 2011

[Etape Caledonia](#), an IMG Challenger World event, today announced [Marie Curie Cancer Care](#) as its new charity partner as registrations opened for the hugely successful closed road sportive which will take place on May 13, 2012.

The partnership will see Marie Curie join forces with this prestigious event for the next 3 years. Funds raised by participants will help provide free nursing care and support for people with terminal cancer and other illnesses in their own homes or in one of the charity's hospices.

The 81 mile Etape Caledonia sold out in 2011, and over 6000 riders have since registered their interest to ride in 2012. With only 5000 places available in the 2012 event, those riders will today be given a preferential window to enter, with entries to the wider cycling public opening later this week.

Etape Caledonia, now in its sixth successful year was the UK's first closed road sportive and is the largest event of its kind outside of mainland Europe. It is estimated to generate over £1million of additional value to the local economy through tourism related spend including accommodation, food and visitor attractions.

Announcing the 3-year partnership, James Robinson, Managing Director of IMG Challenger World said: "I am thrilled that we will be working with such a worthwhile charity as Marie Curie Cancer Care. The work that Marie Curie nurses do is inspiring and we are pleased that Etape Caledonia will raise more funds for them. We are also working on some more exciting projects with them that will be announced shortly."

Marie Curie Cancer Care's Director of Fundraising, Fabian French, said: "We are extremely proud to be on board as the new charity partner of this premier cycling event and excited to have such an iconic challenge to offer new and existing supporters. Participants will be invited to join our Daffodil Team where we will offer support and advice all the way to the finish line."

He continued "This 81 mile ride offers cyclists a great individual challenge but also the opportunity to help others by raising valuable funds to provide more free nursing care and support to terminally ill people and their families."

Participants wishing to register for Etape Caledonia and raise money for Marie Curie Cancer Care should visit [www.etapecaledonia.co.uk](http://www.etapecaledonia.co.uk)

## **ENDS**

### **Notes to editors**

For further information contact Tricia Fox on 01738 658187 or mobile 07989 955039

### **About Marie Curie Cancer Care**

**Marie Curie Cancer Care** is one of the UK's largest charities. Employing more than 2,700 nurses, doctors and other healthcare professionals, it provided care to more than 31,000 terminally ill patients in the community and in its nine hospices last year and is the largest provider of hospice beds outside the NHS.

### **Funding**

Around 70 per cent of the charity's income comes from the generous support of thousands of individuals, membership organisations and businesses, with the balance of our funds coming from the NHS.

### **Marie Curie Nurses**

The charity is best known for its network of Marie Curie Nurses working in the community to provide end of life care, totally free for patients in their own homes.

### **Research**

The charity provides core funding for three palliative care research facilities; the Marie Curie Palliative Care Research Unit at University College London, the Marie Curie Palliative Care Institute Liverpool and the Marie Curie Palliative Care Centre at the Wales Cancer Trials Unit (Cardiff University). The charity also supports palliative and end of life care research through its project grant funding streams, the Marie Curie Cancer Care Research Programme (administered by Cancer Research UK) and the Dimpleby Marie Curie Cancer Care Research Fund. It also funds seven fundamental scientific research groups which investigate the causes and treatments of cancer. This research was previously carried out at the Marie Curie Research Institute in Oxted, Surrey. The programmes are now located in universities around the country, and will receive funding from the charity until 2012.

### **Supporting the choice to die at home**

Research shows around 65 per cent of people would like to die at home if they had a terminal illness, with a sizeable minority opting for hospice care. However, more than 50 per cent of cancer deaths still occur in hospital, the place people say they would least like to be. Since 2004 Marie Curie Cancer Care has been campaigning for more patients to be able to make the choice to be cared for and die at home.

### **About IMG Challenger World**

IMG Challenger World owns a wide range of events across triathlon, running, cycling and intelligent sport categories, attracting over 40,000 participants annually in the UK.

### **Events**

IMG Challenger World owns six events in the UK and 24 events globally.

**Macmillan Cancer Support Etape Caledonia** - The UK's first and only closed road mass participation cycling event. The event appeals to cycle club enthusiasts, recreational cyclists, gym members and those looking for a new physical challenge in the stunning highland Perthshire.

**Sky Ride Etape Hibernia** - Sky Ride Etape Hibernia is a closed road cycle event, taking in 82 miles of breathtaking scenery in County Clare, West Ireland on 22<sup>nd</sup> August 2010

**Run to the Beat powered by Nike+** - Run to the Beat is London's first half marathon and the UK's first music marathon. This unique event starts and finishes at The O2 in Greenwich, with the route passing through three Olympic venues. Live music will be played at strategically placed points around the course to help motivate competitors.

**Virgin Active London Triathlon** - The London Triathlon is the world's largest triathlon with over 13,000 entrants annually. The event attracts everyone, from Elite athletes to complete novices, either as individuals or as part of a team, and raises over £2million for charity annually.

**Blenheim Triathlon** - The Blenheim Triathlon is the UK's second largest Triathlon, with over 5,000 competitors taking part. The event takes place in the stunning Blenheim Palace, a World Heritage Site. The triathlon continues to attract new participants each year and is a great race for those new to triathlon, or those who are starting off their season.

**Intelligent Sport UK Challenge® - The Intelligent Sport® UK Challenge** is the UK's largest corporate team development event. Combining the thrills of adventure sport with strategic and mental challenges, this powerful business development tool is proven to drive both individual and team performance.

More information is available at [www.challengerworld.com](http://www.challengerworld.com)

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