

**MEDIA RELEASE**

**RONALD McDONALD HOUSE CHARITIES VICTORIA & TASMANIA LAUNCHES  
ITS FIRST EVER VIRTUAL RIDE FOR SICK KIDS**

**Tasmania, March 2020:** This month, Ronald McDonald House Charities Victoria & Tasmania (RMHC VIC & TAS) will launch its first ever Virtual Ride for Sick Kids (RFSK) event to raise vital funds for seriously ill or injured children and their families.

From Saturday 13<sup>th</sup> to Tuesday 23<sup>rd</sup> March, riders can choose to ride either 50km, 100km or 200km to help raise \$100,000 for RMHC Victoria and Tasmania, providing 625 nights of accommodation for families in need.

Peter Bishop, CEO for RMHC VIC & TAS, said, “Ride for Sick Kids has been an incredible fundraising event over the last eleven years and we are excited to now launch our first ever Virtual Ride for Sick Kids. COVID-19 had a significant impact on fundraising activity last year and so the Virtual Ride for Sick Kids will allow Tasmanians to practice social distancing while supporting RMHC from the comfort of their lounge room or gym spin bike or convenience of their local bike riding track.

“We are calling on Tassie locals to take part in this challenge to help raise vital funds for families in need, so they can keep focusing on what matters most – caring for their sick child.” said Peter.

All proceeds from the Virtual Ride for Sick Kids in Tasmania will go towards supporting Tasmanian families who utilise RMHC programs in Victoria and Tasmania, including four Ronald McDonald Houses, four Ronald McDonald Family Rooms and the Ronald McDonald Learning Program.

For more information or to participate in the Virtual Ride for Sick Kids, please visit [www.rideforsickkids.com.au](http://www.rideforsickkids.com.au)

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**For further information and to request interview opportunities, please contact:**

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**NOTES TO EDITORS**

For more information and details on how you can get involved, please visit the website at [www.rideforsickkids.com.au](http://www.rideforsickkids.com.au).

**About Ronald McDonald House Charities:**

Ronald McDonald House Charities Victoria & Tasmania (RMHC VIC & TAS) is a registered charity that creates, finds, and supports programs that directly improve the health and well-being of children and their families.



Through the Victorian and Tasmanian network of four Ronald McDonald Houses (Hobart, Monash, North Fitzroy and Parkville), four Ronald McDonald Family Rooms (Monash, Northern, Sunshine and Wodonga), and Ronald McDonald Learning Program, RMHC VIC & TAS helps families with sick children stay together, and close to the medical care their child needs. RMHC VIC & TAS programs not only provide access to quality health care, they enable family-centered care ensuring families are fully supported and actively involved in their children's care. For more information, visit [rmhc.org.au/victas](http://rmhc.org.au/victas)