

MEDIA RELEASE

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

Victoria, 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 13th to Tuesday 23rd 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 Victoria & Tasmania, 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 Victorians to practice social distancing while supporting RMHC from the comfort of their lounge room spin bike or convenience of their local bike riding track.

"We are calling on Victorians 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.

Over the past 11 years, riders have raised more than \$2 million for RMHC in Victoria and Tasmania through RFSK, clocking over 157,500 km on their bikes and raising enough funds for 15,000 nights of accommodation for families.

In addition to the virtual ride, the RMHC annual Ride for Sick Kids event will see a team of more than 40 riders cycle 200kms around Lorne from Saturday 13th to Monday 15th March with the aim of raising an additional \$150,000 for RMHC VIC & TAS.

All proceeds from the ride will go towards supporting 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, to participate in the Virtual Ride for Sick Kids or donate to the Lorne ride, please visit 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.

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