



MEDIA RELEASE
7 October 2009

Major City Fun Run Secures Major Partner *B&E Personal Banking Hobart Run The Bridge*

The organisers of the inaugural Hobart Run The Bridge Fun Run are very pleased to announce a major partnership with Tasmanian financial institution, B&E Personal Banking, with the event now being known as the *B&E Personal Banking Hobart Run The Bridge*.

On 7 February 2010 the cities of Clarence and Hobart will play host to the birth of a truly iconic event, the first ever Hobart Run the Bridge. A 10km fun run, the event takes in some of the cities most iconic areas starting at Bellerive Oval and winding through the streets of Clarence, across the Tasman Bridge and finishing right in the heart of Hobart at Salamanca.

In great news for the event's first year and its future, B&E Personal Banking has secured naming rights to the 2010 event with a view to providing the local Tasmanian community with a memorable experience.

Event organiser Kerry Stubbs from t3 Events was particularly excited with the new partnership.

This is only the second time in history that runners and walkers will be able to cross the Tasman Bridge. Athletes will also run or walk through a number of iconic areas of Hobart to the finish line, Mr Stubbs said.

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This year our goal was to partner with iconic Tasmanian brands and we have achieved this with our new partnership with B&E Personal Banking. B&E is a major supporter of the Tasmanian fun run and walking community and we are delighted to have them onboard.

B&E Personal Banking CEO Paul Ranson said that the company was excited to be a part of the inaugural event.

This is a great event for all Tasmanians and a way in which B&E can positively contribute towards the health and wellbeing of the community by encouraging physical activity, Mr Ranson said.

Another real attraction with this event is the course which takes in some of Hobart's most beautiful and notable landmarks.

Mr Ranson is personally looking forward to participating and will be strongly encouraging our staff and clients, along with the wider community, to enter, Mr Ranson said.

The 2010 B&E Personal Banking Hobart Run The Bridge event will focus on attracting all sections of the local community, including runners, walkers and people of all ages and fitness levels.

In further great news for the event a cash prize pool of \$15,000 for Professional Athletes is to be provided with first prize for men and women totaling \$4,000, 2nd place earning \$2,000 and 3rd place \$1,000.

It is believed that an iconic event such as this can improve the overall wellbeing of the local community. An integral part in using this event to aid the community is the introduction of Variety Tasmania as the official event charity. Every athlete will be able to create their own fundraising page to raise much needed funds for Variety the Children's Charity and our local children.

Entries for the inaugural B&E Personal Banking Hobart Run The Bridge are now open at www.hobartrunthebridge.com.au.

A media conference is to be held at 10.45am on 7 October 2009 at the Cenotaph.

For all media and public relations enquiries please contact Brett James at brett@t3events.com.au or 0433096658

Media Conference Run Sheet

- 10.45am . Welcome and introduction . Kerry Stubbs . t3 Events
- 10.50am . Paul Ranson . CEO B&E Personal Banking
- 10.55am . Questions and answers with Paul Ranson and event ambassador Donna MacFarlane

Hobart Run The Bridge Facts

- Is a 10km Fun Run/Walk that will travel through 8 iconic Hobart landmarks or areas:
 1. Bellerive Oval and Village
 2. Kangaroo Point
 3. The Tasman Bridge
 4. The Cenotaph
 5. Sullivans Cove
 6. Watermans Dock
 7. Salamanca
- Will become Hobart's Premier Fun Run
- Event Ambassador is Commonwealth Bronze Medalist and 2008 Beijing Olympic Representative Donna McFarlane
- Is only the second time in history that the Tasman Bridge will be closed for a social event
- Is a lifestyle sport . it exudes vitality, originality, old age charm and charisma
- Caters to male and females from all ages and backgrounds
- Is achievable for everyone
- Is a Challenge
- Will market to Tasmanians, interstate and international athletes
- Showcases Hobart's iconic landmarks and areas