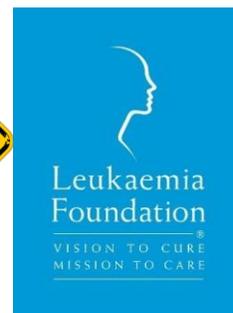


Media Release

FOR IMMEDIATE RELEASE



The Leukaemia Foundation's Aussie Muscle Car Run hits the road to beat blood cancer

Adelaide to Melbourne ... Saturday October 26 to Saturday November 2

Muscle car lovers ... hold onto your chassis! The Leukaemia Foundation's 8th Aussie Muscle Car Run is hitting the road to beat blood cancer this Spring and with a fundraising goal to really get your motors running.

Around 50 stunning cars and crews will hit the road from Adelaide to Melbourne on the ultimate motoring adventure, aiming to raise half a million dollars to help support the 100,000 Australians currently living with blood cancers like leukaemia, lymphoma and myeloma. Since its inception the Leukaemia Foundation's Aussie Muscle Car Run has raised more than \$2.7 million.

The Leukaemia Foundation's CEO Bill Petch said fundraising was vital to helping the Foundation support the growing number of Australians living with blood cancers, after a 30 per cent jump in the past decade alone.

Close to 13,000 Australians are diagnosed with a blood cancer like leukaemia, lymphoma and myeloma every year, and recent analysis shows the number will increase to around 17,000 people^[1] by 2025. This is close to two people diagnosed every hour, every day.

"Funds raised through the Aussie Muscle Car Run will really help the Leukaemia Foundation support these Australians, by providing practical support like accommodation, transport and emotional support, but also help fund ground-breaking blood cancer research and treatment to lead us closer to a cure," Mr Petch said.

"Today, we are seeing huge developments in new treatments which are steering us closer and closer to a day when lives lost to blood cancer are a thing of the past," Mr Petch said. "That's why the Leukaemia Foundation is committed to funding research and making sure all Australians have access to the latest trials and treatments, no matter where they are living in Australia.

"These generous drivers and co-drivers in these amazing cars are not only a real feast for the eyes – but the driving force behind some of the vital services the Leukaemia Foundation is able to provide to the growing number of Australians who really need our support.

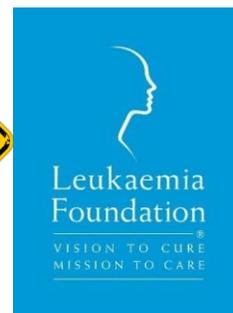
This year the Aussie Muscle Car Run will travel more than 1800 kilometres from Adelaide to Melbourne, travelling along scenic country roads and stopping in at regional local communities along the way. The route also includes a fun day on the famous Phillip Island Grandprix Circuit

See Route Details and Itinerary next page ...

For all media enquiries, please email media@leukaemia.org.au or contact National Media Manager Monique Cerreto on 0478 300 507.

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EVENT DATES Saturday, October 26 to Saturday, November 2

ITINERARY

DAY 1 (Saturday, October 26) Adelaide to Halls Gap (503kms)

Day 2 (Sunday, October 27) Halls Gap to Shepparton (314kms)

Day 3 (Monday, October 28) Shepparton to Wangaratta, (104kms)

Day 4 (Tuesday, October 29) Wangaratta to Lakes Entrance (320kms)

Day 5 (Wednesday, October 30) Lakes Entrance to Phillip Island (325kms)

Day 6 (Thursday, October 31) Phillip Island Grand Prix Circuit Motorsport Day

Day 7 (Friday, November 1) Phillip Island to Mornington Peninsula (142kms)

Day 8 (Saturday, November 2) Mornington Peninsula to Melbourne (84kms)

COMMUNITY EVENTS will be held in Adelaide, Bordertown, Bendigo, Shepparton, Hastings and Melbourne. To find out more about the public events or to make a donation or sponsor a car, visit www.aussiemusclecarrun.com

Expressions of interest for the 2020 event are now open. To register email Kerryn Lambert on klambert@leukaemia.org.au

- ENDS -

About the Leukaemia Foundation The Leukaemia Foundation is the only national charity dedicated to helping more Australians survive blood cancer and live a better quality of life. Leukaemia, lymphoma, myeloma and related blood disorders are all types of blood cancer, which can develop in anyone, of any age, at any time. More than 100,000 Australians are living with blood cancer or related disorders, and the equivalent of one person every 41 minutes is diagnosed. Although research is improving survival, sadly an Australian loses their life to blood cancer every two hours, claiming more lives than breast cancer and melanoma. For more information please visit www.leukaemia.org.au

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