

MEDIA RELEASE

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FROM MARATHON TO MARROWTHON – BIRKENHEAD RESIDENT CHAMPIONS CHARITY

On Thursday 12 November, Birkenhead resident and business development consultant, Justin Cheyne, will take on the Auckland Golf Marrowthon—100 Hole Challenge to help raise funds for the Leukaemia & Blood Foundation (LBF).

Two weeks before the Auckland Golf Marrowthon, Justin will run in the Auckland Marathon as part of his fundraising efforts to support the LBF.

During the 2007 Auckland Golf Marrowthon, Justin raised close to \$2,500 for the LBF and hopes to raise substantially more this year. Justin will turn to family, friends and work colleagues for fundraising support as well as seeking corporate sponsorship.

"It's a cause that's close to my heart," he confided. "I lost a friend to leukaemia about 20 years ago. It's nice to do something to aid research and help families with leukaemia."

Justin is looking forward to the Auckland Golf Marrowthon. For a bit of fun some of the Marrowthon golfers dress up. In 2007, Cheyne and his friend, John Marwick, donned the costumes of comic book superheroes Batman and Spiderman to take on the 100 Hole Challenge.

"It was great," Justin recalled, "we got very well looked after by the LBF team. The after match function was a lot of fun. Driving rain and unseasonable weather on the day didn't dampen spirits...but it certainly didn't add to the fun of wearing a lycra Batman suit!"

This year, Justin will be joined by his long time friend Sean Parrey. But he's not revealing his costume until the day.

Whichever attire Justin chooses, he admitted he may once again need his superpowers for this daring 100 hole test. "It's not as easy as you think," he said, but "it is a great cause and all golf ball donations will be welcome."

The Golf Marrowthon—100 Hole Challenge is no ordinary charity event as it is famed for attracting professional golfers, celebrities and golf enthusiasts, along with golfers from all handicap levels, to test their skills and endurance in the ultimate challenge of playing 100 holes in a single day.

"It is wonderful to welcome Justin back to the Marrowthon. It's moving to see golfers continue to be involved and committed to the cause. We are lucky to have media personalities and so many golfers return and signup again," said Pru Etcheverry, the LBF Executive Director. "I can't wait to see this year's costumes," she added.

Their target is to raise \$100,000 for the LBF's Support Services which provides regular visits and contact, education sessions and an online information forum for

patients and their families living with leukaemia, lymphoma, myeloma and related blood conditions.

The LBF is a national organisation dedicated to supporting patients and their families living with blood cancers and conditions. The LBF core services include: patient support, research, information, awareness and advocacy.

The event will take place at the Aviation Country Club, a challenging 5,907-m 18-hole layout.

The course is set in lovely tree-lined surrounds just off Tom Pearce Drive, said to be 'a sand wedge' from the Harbour and close to the Auckland Airport.

The course is contoured and easy to walk with sculptured tree-lines but open fairways along with some creative bunkering.

It is a fantastic venue for an event of this type.

Golfers and supporters of the Leukaemia & Blood Foundation can register as a player, sponsor a player or sponsor a hole or a targeted area of the event.

The tournament is being managed by golf event and tournament directors, PaR nz Golfing Holidays.

For more information on any of these opportunities please contact kim@parnz.co.nz or phone 09 486 1077. To register as a player, visit www.marrowthon.org.nz

REGISTERED GOLFERS

Every month we will update the list of participating golfers. Don't miss your chance to get on the list:

- Peter Williams, TVNZ News Presenter
- Lance Murray, Pacific Golfer, New Zealand Editor
- Justin Cheyne, Business Development Consultant
- George Sim, Ogilvy
- Greg Edmonds, Air New Zealand Cargo
- Paddy Fraser, BNZ
- Sue Cook, keen golfer
- New Zealand Black Sticks players

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