

Tuesday 11 April 2023

MEDIA RELEASE – FOR IMMEDIATE RELEASE

**Feel the Magic's signature cycling challenge Magic Ride 2023 begins 13 April 2023
33 riders will hit the road to ride 500km to help change the lives of grieving kids**

The Magic Ride is back 13th–16th April:

- to raise funds to support kids who experience pain and isolation due to the death of a parent, guardian or sibling.
- 33 riders plus support crew, over four riding days, cycle 500km.
- Riders and support crew will cross the finish line to the cheers of Campers at Camp Magic, Birrigai Outdoor School, Tharwa on Sunday 16th April 2023 at 1.50pm.
- Cycling from:
 - Gunning to Warrambui
 - Lake Burley Griffin, following the Murrumbidgee River along the Brindabella Range
 - Warrambui loop towards Lake George
 - Stromlo Forest Park, Stephen Hodge Criterium to Birrigai, to the location of Camp Magic.

33 riders and support crew from Magic Ride 2023 are aiming to raise \$150,000 to fund 100 kids to attend Camp Magic, Feel the Magic's signature three-day camp for grieving kids.

Magic Ride 2023 kicks off at 8.30 am on Thursday 13 April. Riders will start from Gunning NSW.

Adam Blatch, Chief Executive Officer Feel the Magic, who is also part of the dedicated riding crew, is grateful to the 33 riders, their donors and support crew for their commitment and effort.

"1 in 20 kids in Australia will experience the death of a parent before they turn 18, that's just over 300,000 children or one in every classroom. Based on this, we are all likely to know a family affected by parent loss. In addition to this, kids also experience sibling loss.

Bereaved young people commonly suffer challenges including anxiety, depression and suicidal ideation, which contributes to the **nearly one-quarter of young people in Australia who experience some form of mental health challenge.** We aim to reduce the mental health challenges associated with childhood grief and provide the education, support and community for kids to live healthily with grief".

Mike Tomalaris, Australian news and sports presenter has anchored the world's biggest annual sporting event on Australian television for 26 years and seen the Tour de France coverage develop to be the spectacle it is today.

Mike will join the riding crew on day four, Sunday 16th April cycling 67km to arrive at the finish line at Camp Magic, Birrigai Outdoor School, Tharwa ACT.

Mike has also generously supported Magic Ride 2023 through pre-ride fundraising events sharing his stories from many years as the anchor for the Tour de France, plus encouragement and motivation for the Magic Riders.

From its beginnings in 2020, Magic Ride has become a vital community fundraiser to help fund camps, research and resources for grieving kids and families. All Feel the Magic camps, programs and resources are free of charge so there is no barrier to families seeking the support they need.

The generosity of Magic Riders, sponsors and supporters has enabled Feel the Magic to:

- Raise almost **\$282k** so far
- Fund **4 Camp Magic camps**
- **Educate 188 children** through the Camp Magic experience

The following people are available to be interviewed:

- Adam Blatch, CEO Feel the Magic, Magic Rider
- Mike Tomalaris, Australian news and sports presenter, Magic Rider
- Jay Anderson, Jay Anderson Property, Wheels Sponsor and Magic Rider
- Larry Fingleson, The Catalytic Impact Institute and The Edward Alexander Foundation, Magic Rider
- Mick O'Brien, Equity Trustees, Magic Rider
- Matt Hattersley, SQM Research, Magic Rider

Photographs are available daily.

Donations to Magic Ride 2023 can be made at <https://magicride.com.au/>

Follow the Magic Ride 2023 on social media:

Facebook @FeelTheMagic
Instagram @feelthemagicau
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Media Contact: Adam Blatch, Chief Executive Officer, Feel the Magic

E: adam.blatch@feelthemagic.org.au

M: 0401 775 770

About Magic Ride

Magic Ride is back for its third time with a fully supported road ride through the stunning Yass Valley region of NSW between Canberra and Yass, supported by our 'Wheels' (event partner), Jay Anderson Property.

Riders take part in four days of riding in picturesque rolling farmlands and through historical towns. With the Yass and Murrumbidgee Rivers dissecting the area, the flatter lands towards Lake George and a hint of Alpine mountains along the fringe of the Brindabella Range.

Riders have the option of the Classic Ride routes or the longer Maxi-Miles for most days. The Classic Distance riders will total 410km over the four days and the Maxi-miles riders will total 482km plus 15 laps at the Mt Stromlo Forest Park Criterium Course to reach the 500km milestone.

Day 1 – The Northern Rollers

A jaunt around the wide open and sparsely populated farmlands north of the historic towns of Gunning and Breadalbene. Start from Gunning and finishing back at Warrambui.

Day 2 – Capital Tour

A start on the shore of Lake Burley Griffin in Canberra for an urban tour of Canberra. Tour past landmarks before heading back out of town following the Murrumbidgee River and rolling through the undulating terrain along the fringe of the Brindabella Range.

Day 3 – Gundaroo

Starting and finishing at Warrambui with a loop towards Lake George.

Day 4 – The Magic Finale Stage

The route loops past Stromlo Forest Park to take on laps of the 1.2km Stephen Hodge Criterium Circuit before returning via a different return route to Camp Magic for lunch (Magic Riders are expected to arrive at 1.50pm at Birrigai Outdoor School, Tharwa on Sunday 16th April 2023 at 1.50pm) and the camp closing ceremony.

About Feel the Magic

Feel the Magic is an Australian charity providing early intervention grief education programs for kids aged 7 to 18, who are experiencing pain and isolation due to the death of a parent, guardian, or sibling.

Our aim is to create a community where grieving kids and their families feel supported, empowered, and can begin to move forward with their lives.

One in every 20 children aged 7-17 will experience the death of a parent. In Australia, just over 300,000 children will lose a parent before they reach the age of 18. To put this into perspective, there is most likely a child grieving the loss of a parent in every class at school. In addition to this, children also experience sibling and legal guardian loss.

Our evidence-informed programs have been developed by a clinical psychologist and are delivered by trained professionals. Our programs follow a structured psychoeducational framework to increase confidence and self-respect, teaching practical coping strategies to grieve in a healthy and positive way.

www.feelthemagic.org.au