

MEDIA ALERT

Thursday 7 September 2006

Rat race reaps rewards for children's health

CEOs and executives are swapping their suits for shorts and lacing up their runners to join supermodel **Sarah Murdoch** to run for child health research.

The Puma Lap, a fundraising event for the Murdoch Childrens Research Institute will see 60 of Australia's major corporate teams and more than 1,200 runners competing in a 10 hour treadmill challenge to run as many 100 metre laps as they can.

Participants have been sponsored by their friends, family and work colleagues for every lap they complete.

Sarah Murdoch, ambassador of the Murdoch Childrens will be firing the starting gun to launch the CEO challenge, which will see Sydney's top executives leave the comfort of their offices to sweat it out on treadmills in Martin Place, Sydney.

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MEDIA CALL

- What:** Sarah Murdoch launches the CEO challenge
- When:** Friday 8 September 2006, CEO challenge begins promptly at 12.00pm
- Where:** Martin Place, Sydney (between Macquarie and Elizabeth Streets)
- Who:** Sarah Murdoch, ambassador Murdoch Childrens Research Institute
- NRL Penrith Panthers star Preston Campbell
- CEO's and executives taking part in the challenge
- Media contact:** Alyssa Jones, 0413 331 816