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PRESS RELEASE

Hawke's Bay Rescue Helicopter named as Official Charity for the first Air New Zealand Hawke's Bay International Marathon

The Hawke's Bay Rescue Helicopter Trust has been named as the Official Charity Partner of the inaugural Air New Zealand Hawke's Bay International Marathon, it was announced today. The event will take place on Saturday 14 May 2016.

Dave Beeche, Managing Director of IRONMAN Oceania who own and deliver the event said, "We are delighted to support the work of the Hawke's Bay Rescue Helicopter, and we hope that this collaboration will not only raise much-needed funds, but will also engage new audiences in supporting this worthwhile cause"

Laura Hyde, Marketing and Fundraising Manager at the Trust said, "This will be a fantastic partnership opportunity for the Hawke's Bay Rescue Helicopter. As well as helping us raise vital funds to support our life saving service, a presence at the event will help us raise awareness about what we do"

She added "As every minute counts in a life or death situation, every dollar counts when it comes to keeping our Rescue Helicopter operational. 100% of all funds raised from the event – whether from donations or from runner sponsorship – will go directly to keeping our life saving services free of charge and available 24/7 to everyone in Hawke's Bay"

Thousands of competitors are expecting to participate in this all new running festival, which will incorporate a kid's run, 10km challenge, half marathon (21km), and of course, a full marathon. Runners will take in the best highlights of the region, with flat easy running through local cycle trails, vineyards, olive groves, quiet country roads - all finishing at the impressive Sileni Estates Winery where they can celebrate their efforts in style.

Anyone wishing to take part in any of the distances, and who want to raise sponsorship for the Rescue Helicopter can apply to the Trust for a fundraising pack and an exclusive 'Team Rescue Helicopter' running top to wear on the day. Please contact Laura Hyde at mfm@hbhrt.org.nz or call 878 1630 for your fundraising pack.

Entries to all races are nearly sold out, so those wishing to take part are encouraged to enter sooner rather than later to avoid disappointment at www.airnzhbmarathon.nz

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Contact: Laura Hyde, Marketing & Fundraising Manager on (06) 878 1630 or email mfm@hbhrt.org.nz

About the Hawke's Bay Rescue Helicopter Trust

The Hawke's Bay Rescue Helicopter is a charitable trust, which provides a dedicated Rescue Helicopter service to the Hawke's Bay region. Each year the Rescue Helicopter Crew completes over 300 lifesaving missions, helping those who need urgent medical care and transportation. The service is free of charge and available 24/7 to everyone in our community, but costs \$2.2million each year to operate. www.hbhrt.org.nz

About the Air New Zealand Hawke's Bay International Marathon

The inaugural Air New Zealand Hawke's Bay International Marathon will take place on 14 May 2016, and will showcase the spectacular wine-growing region to runners and supporters from throughout New Zealand and around the world. www.airnzhbmarathon.nz