



Tuesday 16<sup>th</sup> January 2018

## PRESS RELEASE

# Hawke's Bay Rescue Helicopter named as Official Charity for Marathon Event.

The Lowe Corporation Rescue Helicopter has been named as the Official Charity Partner for the Air New Zealand Hawke's Bay International Marathon for a third year in a row. The event will take place on Saturday the 12<sup>th</sup> of May 2018.

Beth O'Reilly, the Marketing and Fundraising Manager for the Trust said, "We are so pleased to continue our partnership with the Hawke's Bay Marathon. We are constantly looking for ways to fundraise the 1.3 million dollars we need every year. If you would like to run at an amazing event and help a great cause, please do get in touch and join our Team Rescue Heli. We will provide you with a running t-shirt and a personalized fundraising pack to get you started!"

She added, "100% of any funds raised will go directly to keeping our vital emergency rescue service available 24/7. One day we could be helping you, your family or friends. It is with the support of the community that we can be available for all of Hawke's Bay, no matter when they need us."

Air New Zealand Hawke's Bay International Marathon Race Director Adam McDonald described the decision as an easy one.

"There are different ways we can leave a legacy in the community, our partnership with the Lowe Corporation Rescue Helicopter is one that enables us as race organizers and importantly our athletes to also contribute to a great cause. Through hosting this event in Hawke's Bay, IRONMAN is able to give a wonderful local charity great exposure and the chance for fundraising vital to their ongoing work, we are thrilled to have them on board again."

As well as those joining 'Team Rescue Heli', runners in any event can choose to support the Lowe Corporation Rescue Helicopter at the time of entry, with a \$5 or \$10 donation made when they sign up through the event website. Entries for all events are open now at [www.hawkesbaymarathon.co.nz](http://www.hawkesbaymarathon.co.nz)

Thousands of competitors are expecting to participate this May, in an event that includes something for everyone, incorporating 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, with live music and some of the best food and wine from the region.

Anyone taking part in any of the distances can join 'Team Rescue Heli' by contacting Beth O'Reilly at [mfm@hbhrt.org.nz](mailto:mfm@hbhrt.org.nz) or 06 878 1630 for their running vest and fundraising pack. Save lives with every step!

**END**

**Photo attached – please credit Air NZ Hawke's Bay International Marathon.**

**Contact:**

Beth O'Reilly, Marketing & Fundraising Manager on (06) 878 1630 or email [mfm@hbhrt.org.nz](mailto: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 \$2.3million each year to operate.  
[www.hbhrt.org.nz](http://www.hbhrt.org.nz)