



MEDIA RELEASE
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Ride the distance for sick kids this September

[Starlight Children's Foundation](#) (Starlight) is encouraging Australians around the country to ride the distance for sick kids this September for its annual [Tour de Kids](#) challenge.

Aiming to raise over \$1.2 million, funds raised from the 30-day challenge will go towards delivering happiness to over 30,000 sick kids across Australia.

Whether participants prefer to pedal in the gym, or enjoy a casual weekend cycle, Tour de Kids encourages riders of all ages and abilities to hop on a bike, beat their personal cycling goals and help raise funds for Starlight's vital in-hospital services including [Captain Starlight](#) and [Starlight Express Rooms](#).

Supported by [Santini](#) and professional Australian Triathlete Emma Jeffcoat, road cycling pros Lauren Kitchen and Sarah Roy, and cycling commentator Mike Tomalaris, the initiative encourages all Australians to get active for a good cause.

"Having experienced Starlight's services first-hand as a sick kid, I believe my story and journey has helped shape the person I am today. Now as a professional triathlete and a nurse, I have the ability and privilege to give back and challenge everyone to ride for Tour de Kids," said Emma Jeffcoat.

"Starlight creates such a positive and happy atmosphere for kids in hospitals – inside the Starlight Express Rooms they get to be a kid again and that deserves to have as much help and support as it possibly can."

Starlight CEO Louise Baxter echoed this sentiment saying: "Every minute of every day a sick child is admitted into hospital around Australia. Through the power of positive distraction, Starlight brings the happiness that is essential to the health and wellbeing of these families at a time when they need it most."

"Every kilometre cycled, and every dollar raised helps Starlight continue to operate in children's hospitals around the country – making a lasting difference to sick kids and their families. Because... Happiness Matters," continued Louise.

Tour de Kids fundraisers will be rewarded for their efforts with exclusive merchandise including an official Tour de Kids 2021 x Santini cycling jersey. Plus – participants who sign up before 31 August go in the draw to win a 99 Bikes bike pack, valued at over \$5,000.

The challenge is proudly supported by Tour de Kids partners – [Santini](#), [99 Bikes](#), [Today's Plan](#), [JR Waste & Recycling](#).

Founded in 2001, Tour de Kids is Australia's first-ever charity bike ride, raising over \$8.4 million for Starlight since inception and helping more than 217,000 sick kids in hospital.

Registrations are now open at www.tourdekids.org.au. Participants can ride the distance any time between 1 – 30 September 2021.

Simply register, start fundraising and get riding! To find out more, visit tourdekids.org.au/

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About Starlight Children's Foundation

Starlight Children's Foundation brightens the lives of seriously ill and hospitalised children and young people by replacing pain, fear and stress with fun, joy and laughter. Since its establishment in 1988, Starlight has expanded to become the broadest reaching and reputable children's charity in Australia and was awarded the AFR's Most Innovative Company (Government, Education and NFP Sector) in 2020. There is now a Starlight Express Room in nine children's hospitals across Australia and over 160 Captain Starlights nationwide. In 2020, Starlight granted over 386,944 positive Starlight experiences for children, teenagers and their families, including 126,000 Fun with Captain Starlight experiences and 326 Starlight Wishes. www.starlight.org.au

