



Media Release

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Cane2Coral Fun Run Announces NEW Naming Sponsor

Welcome Bundaberg Sugar

Cane2Coral President, Jason Pascoe said, “We are really excited to announce that our long time Diamond Sponsor, Bundaberg Sugar, has signed up as our Platinum Naming Rights Sponsor for the Cane2Coral Fun Run for 2018 and 2019. We are delighted to have, Bundaberg Sugar, one of Australia’s largest cane growers and most respected businesses in our region, as the namesake for our iconic event. Bundaberg Sugar *Cane 2 Coral* certainly has a nice ring to it!”



Event Coordinator, Michelle Stowe-Connor said, “Bundaberg Sugar has supported the Cane2Coral Fun Run from the very beginning. They have been a fantastic major sponsor and have truly embraced the event’s spirit of fun and fitness through their active participation. Bundaberg Sugar has consistently entered the largest group of entrants each year, with 165 participating in their team last year. They not only ‘Talk the Talk’ but they really do ‘Walk (Jog or Run) the Walk’.”

Bundaberg Sugar Chief Executive Officer, Guy Basile said the company is very pleased to continue its support for the Cane2Coral Fun Run.

“We are proud to increase our sponsorship to the level of Platinum Naming Rights Sponsor for an event that is recognised as the premier fun run in the Wide Bay/Burnett region with strong regional and state-wide recognition. Our involvement also means that a number of local charities and community groups have benefited with more than \$430,000 distributed to date.

“In addition to our community support, we have included this event in our Employee Health and Wellbeing Program. Employees are encouraged to join our company team with the aim of improving their fitness. As a result, we have had the largest employer team since the event started in 2010,” Mr Basile said.



Thank You to Outgoing Sponsor Friendlies

Jason Pascoe, C2C President said, “The entire Cane2Coral Organising Committee, past and present, would like to sincerely thank the Friendly Society Private Hospital for helping this event get its start and supporting the event for eight consecutive years. From their major sponsorship, to nurses, physios and other staff on water stations and the finish line to providing hats, medallions and administration facilities, they have truly been superb.”

Stuart Bonnett, Friendly Society Private Hospital Business Development Manager said “The Friendly Society Private Hospital is proud to have supported Cane2Coral from its infancy to the major community event it has grown to become during the past eight years. The Cane2Coral is truly a great event that encourages people to not only get active and participate, but takes participants past some of Bundaberg’s amazing scenery and landmarks.

The Friendlies will turn its support to The Friendlies Foundation, which will enable another great Bundaberg business the opportunity to become involved with the Cane2Coral. Congratulations must go to the organising committee of the Cane2Coral for their dedication and commitment to this fantastic community event that has contributed so much to local organisations.

The 2018 Fun Run Course

Sunday, 5th August, the ***Bundaberg Sugar Cane2Coral*** will take place on the Scenic Course taking in the Port, the amazing coastline of Burnett Heads and the Mon Repos Conservation Park and Bargara Esplanade. Fun Run participants will have spectacular views of our beautiful Coral Sea as they choose from one of the 3 distances on offer - a half-marathon (21.1km), 10km or a 4km.

The 21.1km and 10km start at the Bundaberg Port Marina and make its way along the coast through the seaside village of Burnett Heads and the Mon Repos Conservation Park to Nielson Park beach at Bargara. Runners and walkers will be able to take in the magnificent views of our wonderful coastline and enjoy the cool ocean breeze, as they make their way to Bargara.

The 4km will start at Nielson Park and will make its way along the Esplanade to the Basin at Kelly’s Beach before heading back to Nielson Park. All events finish at Nielson Park.

The organising committee is looking to having plenty of music and festivities on the course this year to keep everyone pumped and having fun.

For more details visit: www.cane2coral.com.au

Contact: For further information or to organise an interview or photo opportunity please contact



Michelle Stowe-Connor on 0418 467 727 or email admin@cane2coral.com.au

Website: www.cane2coral.com.au

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Notes to Editor:

Photo opportunity:

When: Tuesday, 20th March 2018

Where: Bundaberg Surf Life Saving Club, Neilson Park

Time: 11:00am

Details: Jason Pascoe, Cane2Coral President and Giuseppe Barazza, Bundaberg Sugar Production Manager and Bundaberg Marketing Manager, Maria McMahon will be available for photos and interviews