

Cyclethon to raise funds for HospiceWits and Smile Foundation

Renowned instructor Danny Blumberg will attempt a six hour world record standing out of the saddle at this year's HospiceWits and Smile Foundation Cyclethon. Apart from raising funds for HospiceWits and Smile Foundation, Blumberg is attempting the world record to celebrate his tenth year as an instructor.

The HospiceWits Smile Foundation Cyclethon 2012 will be held on 8 September from 8am till 5pm at the Piazza in Melrose Arch shopping centre in Melrose, Johannesburg.

"This is a superb event and a great opportunity to break a record and raise additional funds for the two charities," says Blumberg. Alongside him will be three internationally known South African athletes cycling for nine consecutive hours. They are South African rower and former Olympic medalist Ramon di Clemente, Para-Olympic medalist Erick Kapp, as well as Olympic rower Hayley Arthur. Apart from seeing athletes in action, visitors will be able to cycle alongside their favorite celebrities during Celebrity Hour to be held from 1pm - 2pm. This hour will be presented by Ursula Stappenfeld.

No state funding

Companies also have the opportunity to sponsor an hour, making it an ideal opportunity for team building, company branding and giving back to the community. Both HospiceWits and Smile Foundation do not receive any state funding and rely on their own fundraising efforts. HospiceWits will utilise the funds raised during Cyclethon 2012 to repair and maintain Greendale House, their in-patient facility for the care and treatment of terminally ill patients. Smile Foundation will use the funds to assist children waiting for plastic and reconstructive surgery, to get smiles.

"This year we're aiming to make the event bigger and better than ever. We encourage the public to join us on the day for a fun-filled event to raise funds for two very worthy charities," says Marc Lubner, executive chairman and co-founder of the Smile Foundation.

According to Joy Ruwodo, marketing manager of HospiceWits, the 2011 event raised R277 000 for HospiceWits and the Smile Foundation. "These funds enabled HospiceWits to provide home care services to patients in the greater Johannesburg and Soweto areas for 23 days. With the 2012 Cyclethon promising to be a much bigger and better event, we have raised our ambitions accordingly and plan to cover the provision of home-based care for at least 60 days. That means raising R1,2 million. This can be achieved through your support by attending the event to come and cycle or make a general donation towards our cause."

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