

Media Release

Bondi2Berry Ride to Remember partners with Home Instead Senior Care

Monday, 11 July 2016

Bondi2Berry is excited to announce that Home Instead Senior Care Sydney Eastern Suburbs & Sutherland Shire has partnered with the event for the inaugural Bondi2Berry Ride to Remember.

The Home Instead Bondi2Berry Ride to Remember will be taking place on Saturday 10 September 2016, starting at the iconic North Bondi Surf Life Saving Club and riding down to Berry on the NSW South Coast, a distance of approximately 150km.

The ride's objective is to increase awareness of dementia and Alzheimer's disease, with a goal of raising a minimum of \$20,000 for Alzheimer's Australia NSW to go towards researching a cure.

Event organiser Nick Young said "It's just fantastic to have such a great partnership for the inaugural ride. We're riding to raise awareness for dementia and Alzheimer's disease, raising funds to help try and find a cure for the second leading cause of death in Australia. Having the support of Home Instead Senior Care helps us spread the message to the community about the disease, which affects so many people."

Home Instead Senior Care is a national provider of in-home care, committed to reducing the impact of dementia on the community through leadership, care, innovation, education, advocacy and support for individuals and families living with dementia.

Michael McAviney, Director of Home Instead Senior Care's Bondi office, said "Each week, there are more than 1,800 new cases of dementia in Australia, this equates to approximately one person every 6 minutes. The Bondi2Berry Ride to Remember is a great opportunity to raise awareness of dementia in our community and support our good friends at Alzheimer's Australia in raising much needed funds in search of a cure."

To make a tax deductible donation to the ride please visit the **[Bondi2Berry fundraising page](#)**.

Ends.

Contact

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Thank you to our event partners:

