

Date: 26 February 2003

Subject NIB cycles through Charlestown Bypass opening

NIB Health Funds will set the first sets of wheels in motion along the new West Charlestown Bypass at the roadway's official opening on Sunday, 2 March.

NIB Health Funds is proud to be involved in the opening of the West Charlestown Bypass as naming rights sponsor of the NIB Cycle Classic which will be the first event of the long awaited day.

More than 150 cyclists, including international competitors, will be entering the NIB Cycle Classic which starts at 7.30am.

A crowd of up to 30,000 is expected and those attending will have the opportunity to walk along the bypass and explore a variety of stalls and witness a range of entertainment following the presentation ceremony for the winners of the 50km NIB Cycle Classic.

NIB's Chief Executive Officer, Mark Fitzgibbon, is pleased to be a part of such an important day and feels that NIB's involvement is in line with the organisation's key messages.

"NIB has always been very active in the local community and we felt that it was important to be involved in such a key event for the region's development," he said.

Mr Fitzgibbon said NIB's contribution to the day would go well beyond the sponsorship of the Cycle Classic.

"Paul Harragon and Newcastle Knights players will be appearing in the NIB marquee throughout the course of the day to meet with the crowds and promote the benefits being active," he said.

"Attendees can even put their advice into practice on the day and walk the length, or part of, the bypass."

The day's cycling and walking events help to promote preventative health strategies and the benefits of regular exercise, both of which are key messages of NIB Health Funds.

NIB is a long-term sponsor of a variety of local initiatives that provide a wider community benefit and promote the importance of good health and an active lifestyle.

The organisation is a foundation sponsor of the Hunter Academy of Sport and the Newcastle Knights along with additional sponsorships with the Newcastle District Cricket Association, NSW Department of Sport and Recreation, the NIB Festival of Sport and the Australian Masters Games.

"Sponsorship of the NIB Cycle Classic seems an appropriate fit for our organisation as it not only promotes a proactive approach to health and fitness, entry proceeds will benefit the local community when they go towards funding Life Line in the Hunter," Mr Fitzgibbon said.

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