

## MEDIA RELEASE

Date: 26<sup>th</sup> November 2009



### Shelley Oates-Wilding is Event Ambassador for Kayak for Kids

Lifestart Kayak for Kids enters its third year in 2010. Former Olympic kayaker and five-time world outrigger champion Shelley Oates-Wilding is once again the Event Ambassador.

Kayak for Kids is an exciting and special event on Sydney Harbour that raises funds for Lifestart, an Early Childhood Intervention Service that helps kids with intellectual disabilities or developmental delays from birth to school age achieve the best possible start in life. It is a paddle challenge from Blues Point to Clontarf – a distance of 17.5 km – but it is an event that allows nearly everyone to join in.

HOW.....?

First, the course is broken up into 4 stages. Second, included in the teams entry fee is the hire of a 3-person kayak and equipment for participants who are not regular paddlers and who do not own a kayak. This means teams of up to 12 people can enter, where each person only has to paddle one stage of the course. With each stage being around 4.5 km, as long as you are reasonably fit, you can participate. It is the perfect event for groups of friends, company groups or social groups to join in to.

But there's also challenges for the seasoned paddler who owns his or her own craft, whether a surf ski, sea kayak or outrigger! The challenge is open to solo and double craft and, as well as the regular competitive categories, Kayak for Kids will be part of the inaugural PaddleNSW Harbour Racing Series of time trials over the summer months.

But back to Shelley, who will be paddling with her 13-year old son Kai, who is following in his mum's footsteps and making a name for himself on the kayaking circuit. When asked why she became associated with Kayak for Kids Shelley replied: "Firstly it is because of Lifestart. Their approach to assisting kids is very family-centred and I believe that family is the most important thing we have. Second, they have then created a kayak event which encourages families to be involved either as participants, supporters or just to come along and have a picnic at Clontarf Reserve to cheer in the paddlers ... how could I not support it?"

DATE: Sunday, 28<sup>th</sup> March 2010

TO REGISTER: [kayakforkids.com.au](http://kayakforkids.com.au)

FUNDRAISING: [everydayhero.com.au/events/kayak\\_for\\_kids\\_10](http://everydayhero.com.au/events/kayak_for_kids_10)

AVAILABLE FOR INTERVIEW: Shelley Oates-Wilding

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