

200 SHITBOXES DEPART ADELAIDE EN ROUTE TO CAIRNS

One of Australia's most successful and entertaining charity car rallies departs Adelaide this Saturday 27 May to begin its seven-day journey over outback roads to Cairns.

Shitbox Rally, now in its eighth year, is on track to raise \$1.5 million – adding to the remarkable \$7.52 million it has raised since 2010.

The brainchild of SA man James Freeman, the rally has become the largest independent fundraiser for the Cancer Council nationally. James founded Shitbox Rally in 2009 after both of his parents died from cancer within 12 months of each other.

When: Saturday 27 May

8.15am interview available with founder James Freeman

9.00am cars begin departing in team groupings

Where: Torrens Parade Ground

Victoria Drive, Adelaide

What: Colourful cars of all shapes and sizes

Dressed-up team members

Available: James Freeman, founder Shitbox Rally

Team members

Background Shitbox Rally is not a race, but a challenge to drive cars worth \$1,000 or less across Australia via some of its toughest roads to raise money for cancer research.

This colourful event attracts a loyal following of 'Shitboxers' – some of whom have completed the rally every year since its inception. They are brought together after experiencing cancer themselves or seeing cancer impact family and friends. It's a chance to meet like-minded people and see Australia's vast and beautiful country via its red dirt roads, hills and creek beds, ending each day at sports ovals and race courses and more, camping under the stars and enjoying rally friendships. To participate, each team must raise a minimum of \$4,000.

James Freeman has also developed Mystery Box Rally and held two Shitbox Rallies in New Zealand. The rally has become the largest independent fundraiser for Cancer Council nationally, raising more than \$10 million for cancer research.

The 2017 route and itinerary

2017 marks the eighth Shitbox Rally. It travels a 3,800km, seven-day route from Adelaide to Cairns via the Oodnadatta Track and Plenty Highway, from 27 May to 2 June. Stopovers include Roxby Downs and Alice Springs.

Images

Shitbox Rallies has a small dedicated production team on each rally, capturing stills and vision each day. See image galleries here

<https://www.flickr.com/photos/shitboxrally/sets>

Social media footage can be seen on the official Facebook page <https://www.facebook.com/pg/shitboxrally/videos/>

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