



Calling all Aussie Champions to run, walk or donate to help protect Aussie kids

Bravehearts 777 Marathon – 7 Marathons - 7 States - 7 Days

Champions for children have answered the call to step up to the starting line in what is Australia's toughest running endurance event – The Bravehearts 777 Marathon, with the aim of testing themselves and raising vital funds to help protect Aussie kids.

The only event of its kind in Australia; the Bravehearts 777 consists of 7 Marathons run in 7 states over 7 consecutive days. With categories for everyone including national competitors, and state-based runners ranging from professional athletes to mums, dads, kids and grandparents who like to run or walk, all who are passionate about protecting Australia's most precious asset, our children.

For seven days, 12 Bravehearts national runners will push themselves to breaking point running a total of 294kms. Every day these Bravehearts champions will start at 6:00am and run a 42 kilometre marathon, then board a plane to the next state, the next city, and then get up and do it all again the following day starting in Perth, then Adelaide, Canberra, Melbourne, Hobart, Sydney and culminating with the Gold Coast Marathon.

Hetty Johnston AM, Founder and Executive Chair of Bravehearts, Australia's leading child protection agency, hailed every participant at every level of this event 'champions for children' including the national runners who've found the courage to run hard for kids to raise funds.

"In Australia, marathons don't get any tougher than the Bravehearts 777. Only the bravest of hearts would take it on to help protect our kids," said Australia's first lady of child protection having dedicated 22-years to crusading to protect Aussie kids.

"From the national runners who have committed to raising \$10,000 to help protect children, through to the mums and dads who support Bravehearts and want to help by participating and raising a few dollars; all are champions for this important cause and will help us make Australia the safest place in the world to raise a child," Ms Johnston said.

Although the Bravehearts 777 Marathon is now in its 4th consecutive year, Trent Morrow known as 'Australia's Marathon Man' and World Record Holder for running the most marathons across 7 continents in 1 year, will be making his national 777 Marathon debut in 2018.

Trent who has run more marathons than any other Australian in history having completed a remarkable 336 marathons around the world over the last 10 years said, "I'm motivated to go the distance to prove to myself and others what is possible although many often prefer to focus on the negative - holding us back as opposed to lifting us up to support achieving our goals in life."

"Bravehearts plays such critical role in the lives of so many vulnerable kids every single day in their dedicated work to eliminate child sexual assault.

"I'm inspired to run the 777 Marathon to help support Bravehearts keep the next generation safe and I'm confident that this will inspire many others to join us either by registering to run or by making a donation that will help make a difference," he said.

"While I am extremely fortunate to not have been affected personally by this crime, from a distance I have long admired the dedication of Hetty and the Bravehearts team in their tremendous commitment to help make Australia the safest place in the world to raise children.

"I'm really looking forward to being part of this national event. Attending my nephews Christening as Godfather only moments before starting the Bravehearts 777 Marathon will provide extra motivation.

"Most importantly, I'm looking forward to raising as much money as possible to help protect him and all other Aussie kids. I look forward to sharing this latest adventure with as many people as possible that will support me in this life changing challenge," Trent said.

Anyone can participate in their own state including gym goers, hikers, bush walkers, families, school groups, running and walking groups, fun-runners and people who compete in events such as the City to Surf. There is a place and a distance for everyone.

The Sydney event also features the 'Altra Running Kids Dash'– a 1.5km or 3.5km for ages 3 to 16 years.

Individuals, groups or families can register to run or walk 7km or 14 kms or run in the half marathon (21kms) or the full marathon (42kms) in your own state. For those who don't run, they can help us to champion this cause by donating to Bravehearts.

Day 1 of Bravehearts 777 Marathon kicks off in Perth on Monday June 25 then it's on to Adelaide, Canberra, Melbourne, Hobart, Sydney before wrapping up on the Gold Coast in the Gold Coast Marathon on 1 July.

Registrations to participate in the Bravehearts 777 Marathon are still open. Jump online to register or support the runners in their quest by making a donation to show your support for Bravehearts today.

Registration fees are: \$50.00 for adults and \$20 for children. To register as a state runner in your state please visit:
<https://bravehearts.org.au/support-us/individuals/events/bravehearts-777-marathon/state-runners/>

To support the runners and Bravehearts please make a donation visit:

<https://sna.etapestry.com/fundraiser/Bravehearts/bravehearts/individual.do?participationRef=1225.0.1237278219>

For information on Bravehearts' child protection programs and how donations can help protect children, please visit our website www.bravehearts.org.au or call Bravehearts on 1800 272 831.

#777Marathon #RunForKids #777Braveheart #ProtectOutKids #Bravehearts @BraveheartsProtectKids

If you need to talk to someone, Bravehearts is here to help. Call 1800 272 831.

-ENDS-

For interview requests with Hetty Johnston AM, Wilma James CEO of Bravehearts, Trent "Marathon Man" Morrow or other runners in each state and territory please contact Insight Communications.

Clare Collins - P: 02 9518 4744 – M: 0414 821 957 E: clare@insightcommunications.net.au

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Or contact Bravehearts - P: 07 5552 3027 E: pa@bravehearts.org.au

JOURNALIST NOTES - Bravehearts 777 Marathon – 7 marathons – 7 States – 7 Days

MARATHON DETAILS

National Event

National Runners Compete in all 7 Marathons to raise \$10,000 each

Run a total of 294kms - a full marathon of 42kms each day for 7 consecutive days in all 7 states

State Events

Distances for all state runners: 7 kms, 14 kms, 21 kms (half marathon) or 42 kms (full marathon)

Distances for children in the Sydney Altra Running Kids Dash'– 1.5kms or 3.5kms for ages 3 to 16 years

Registration fees: \$50 per adult and \$20 per child

EVENT DETAILS

Perth, WA – 25 June 2018 (East Perth Riverside Drive)

<https://www.google.com/maps/d/u/0/viewer?mid=1EQAsHE4Ykx3m9GpCCtug3Hs9ggeIOIAI&ll=-31.96425181065287%2C115.87274705000004&z=16>

Adelaide, SA – 26 June 2018 (Glenelg Beach)

https://www.google.com/maps/d/u/0/viewer?mid=19INHhzosH5Ba90J2kPMu3HYT5b_QLOX_&ll=-34.98001784609158%2C138.51147825595854&z=18

Canberra, ACT – 27 June 2018 (Round Terrance, Parkes ACT)

<https://www.google.com/maps/d/u/0/viewer?mid=1k0GqP846ITzWES2YZR9TLPOCvQZWABe7&ll=-35.291990106013316%2C149.1400695142944&z=18>

Melbourne, VIC – 28 June 2018 (St Kilda Beach – Along the Bay Trail)

https://www.google.com/maps/d/u/0/viewer?mid=1DztGQviRhihQ_7E3LO6dmL7YRbVINwEk&ll=-37.86633855236851%2C144.97274808710245&z=19

Hobart, TAS – 29 June 2018 (Hobart Bike Track, Mcvilly Drive)

<https://www.google.com/maps/d/u/0/viewer?mid=1rALjLF9ywnVkaDoxNu1j3drRFXDIsyM0&ll=-42.875423538465384%2C147.33502329937096&z=19>

Sydney, NSW – 30 July 2018 In between ANZ Stadium and Qudos Arena

<https://www.google.com/maps/d/u/0/viewer?mid=1L7hPAR3X836NLgIbjclVhiQEXhORDWW-&ll=-33.845662628850675%2C151.06377256378892&z=>

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Gold Coast, QLD – 1 July 2018

MEDIA SPOKESPERSON BIOS

HETTY JOHNSTON AM, GAICD – FOUNDER AND CHAIR OF BRAVEHEARTS

Hetty Johnston AM, GAICD is Australia's leading child protection advocate and Founder and Chair of Bravehearts Foundation Ltd. Hetty established Bravehearts in 1997 to prevent the crime of child sexual assault in Australia. Hetty's passion for child protection has seen her successfully lobby to create essential government reform and has changed the way Australians communicate about the crime of child sexual assault – bringing it out in the open.

Hetty has led Bravehearts to develop and deliver preventative programs including specialist education for children, young adults, parents, schools, businesses, organisations and communities. Hetty has consistently worked with government and non-government agencies on legislative reform, submissions, lobbying and research to improve child protection and political accountability throughout Australia.

Hetty has been appointed to several child safety boards and served on a number of expert advisory panels and working groups both in QLD and nationally including; the Federal Governments' Cyber-Safety Working Group, the Qld Family and Children's Commission Expert Panel and the Prime Ministers National Apology reference group.

Known as Australia's first lady of child protection, since 1997 Hetty has been recognised for her many outstanding contributions to child protection receiving numerous awards and nominations over her career. Hetty's many accolades include receiving a Member of the Order of Australia (AM) in 2014, being named Queensland Australian of the Year in 2015, and in 2016, Hetty was inducted into the Australian Businesswomen's Hall of Fame.

Hetty's vision has always been to make Australia the safest place in the world to raise a child.

Website - www.bravehearts.org.au

TRENT MORROW

Trent Morrow is Australia's very own "Marathon Man" and World Record Holder running the 'most marathons across 7 continents in 1 year' running a remarkable 160 marathons across 7 continents over 365 days during 2013-2014. Trent has run more marathons than any other Australian in history and is one of the most recognised people in the running community globally having completed 336 marathons and ultra marathons over the last 10 years. Inspired by the loss of his Mum and Step Mum from cancer Trent is motivated to make a difference in encouraging others to take on a new challenge and make the most of every opportunity in all areas of life one step at a time. Professionally Trent is the Country Manager for the Altra Running brand in Australia considered to be one of the fastest growing footwear brands on the market. Trent is a leading keynote speaker to charities, corporates and schools in Australia and the United States motivating the audience to challenge themselves, discover their own Super Hero and define what is possible when they reveal their true passion and purpose in life.

Website - www.marathonman.com - Social Media Link - www.facebook.com/marathonmanworld

WILMA JAMES – CHIEF EXECUTIVE OFFICER – BRAVEHEARTS

Wilma James is the Chief Executive Officer of Bravehearts, Australia's leading child protection agency and has served as a Director on the Board for ten years. Having worked on the interface between industry innovation and Intellectual Property commercialisation for 15 years, Wilma brings her unique perspective and specialised experience on how not-for-profits can benefit from innovation management bringing robustness to Bravehearts' management processes to underpin Bravehearts' mission.

Wilma's experience in understanding the needs of industry and her ability to identify commercial outcomes enables Bravehearts to build revenue streams and grow valuable corporate partnerships empowering Bravehearts to protect more children nationally, in the prevention of child sexual assault.

Wilma has a Bachelor of Business from Monash University and is a Fellow of the Governance Institute of Australia.

Website - www.bravehearts.org.au

Contacts

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