



Australian Stockman's Hall of Fame and Outback Heritage Centre

BEECHWORTH TO HOST PINK RIDE FOR BREAST CANCER

**August 2010
FOR IMMEDIATE RELEASE**

The Australian Stockman's Hall of Fame, in conjunction with the National Breast Cancer Foundation (NBCF), is proud to host the *"Pink"* Ride in Victoria's North East, to be held in Beechworth, on **Saturday 23 October 2010**, to help raise money for breast cancer.

Horses and riders from across Victoria and beyond will deck out in various shades of pink and saddle up to raise much needed funds for breast cancer research.

The Australian Stockman's Hall of Fame (ASOHF) CEO Ben Maguire said while the ASHOF has hosted this event in Longreach for three years, this is the first time it will be held in Victoria.

"We have had huge success with our *"Pink"* Rides in Longreach, and as such, we decided to take the event interstate," Maguire said. "This is the first time we have hosted the ride in Victoria and we hope this will attract even more people to attend the event, to raise money for the NBCF."

"More than 170 riders saddled up for the *"Pink"* Ride in the Outback in June this year, to raise approximately \$30,000 for the NBCF. As we look forward to the *"Pink"* Ride in Victoria's North East, we can only hope for a similar crowd and support.

"Breast cancer affects one in nine women under the age of 85- it is the most common cancer among women in Australia. The *"Pink"* ride in Victoria's North East is a fantastic way to spend a great day on horseback, while raising money for a good cause," he said.

Prue Fargher, event manager of the *"Pink"* ride in Victoria's North East said she is excited to organise this event in the state of Victoria.

"We could not think of a better place to hold a trail ride than in the beautiful region of North East Victoria, where there's plenty of great horse country and spectacular scenery," Fargher said.

"The support and encouragement we have received so far from local businesses, tourism, and horse people in the area has been commendable," she said.

The 2010 Australian Stockman's Hall of Fame **"Pink"** Ride in Victoria's North East is a slow-paced trail ride, which covers a course of 20kms. The trail ride will start at the Glenlock Campdraft Facility, Everton. Registrations close Monday 18 October – forms can be found on the Stockman's Hall of Fame website – www.outbackheritage.com.au.) The ride will depart at 9.00am and finish at approximately 3.30pm.

A dinner and auction with proceeds donated to the National Breast Cancer Foundation (NBCF) will follow the day's proceedings. Awards will be given for best dressed horse and rider (JNR and SNR) and most funds raised (JNR and SNR).

Combined with the NBCF, The Australian Stockman's Hall of Fame has committed to running an additional three **"Pink"** Rides in the next 12 months; Clare Valley on 3 October 2010, Mudgee on 20 November 2010 and the Southern Highlands of New South Wales on 19 March 2011.

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The Australian Stockman's Hall of Fame and Outback Heritage Centre is Australia's premier outback heritage institution. In Queensland's central western town of Longreach, the centre provides visitors with a spectacular outback experience. Since opening in 1988 the Hall has hosted over 1,200,000 visitors.

The Cattlemen's Bar & Grill recently opened within the garden precinct of RM's Cottage providing family dining, conferencing and events facilities for all occasions.

Become a member today by visiting www.stockmanshalloffame.com.au, emailing membership@stockmanshalloffame.com.au or calling on 07 4658 2166

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