

From Beijing By Bike

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MEDIA RELEASE

Announcing a media opportunity to follow an epic adventure and raise awareness of and funding for melanoma research: From Beijing by Bike.

Jane Woodman will be cycling approximately 19,000km from Beijing to Melbourne in an attempt to raise \$50,000 for research into a cure for melanoma.

Jane says: "It's going to be an amazing adventure, full of challenges and surprises. Seeing the world from a bicycle gives you the time to appreciate what is going on around you, to experience a country from a truly unique perspective. There are going to be fantastic days on this tour, but also some really challenging days, I'm hopeful that the good will out-weigh the bad."

Working with the Cancer Council (Victoria) means that all the money raised will go to where it is most needed – all costs associated with the ride are independently funded by Jane.

Todd Harper, CEO of the Cancer Council (Victoria), recently tweeted his support: "Inspiring story of Jane's Beijing-Melbourne cycling odyssey to beat melanoma and honour a dear friend [link: <http://intrepidcycle.com/the-plan/>]"

Jane understands the seriousness of melanoma: "Melanoma is a disease that represents a serious health challenge for Australia. Without research into better treatment options, and an ultimate cure, we are going to lose too many lives. Friends and family members have had brushes with melanoma, and the pain of losing a loved-one has galvanised my resolved to make a difference."

Jane adds: "The thought that two in three Australians will be diagnosed with skin cancer by the age of 70 is quite alarming. While melanoma is a relatively rare form of skin cancer, it is the most deadly. I am undertaking this challenge to try to make a difference for those who suffer from this disease."

On a lighter note, Jane says: "I think I have been blessed with quite an adventurous nature. Unfortunately *Nature* hasn't quite blessed me with the physical resources to always survive my adventures totally unscathed. When I announced my intentions to my family, they immediately started a betting pool to predict how far I would make it, apparently the municipal boundary of Beijing was a hot favourite!"

The ride will commence in Beijing at 8:00am (local time) on 5 August 2012, from Tiananmen Square. The route will include China, Laos, Cambodia, Thailand, Malaysia, Indonesia, and Australia. A detailed route map is available at <http://intrepidcycle.com/intrepid-cyclist/route/>. It will take about a year to cycle from Beijing to Melbourne.

Donations can be made directly to the Cancer Council (Victoria) at: <http://vic.cancercouncilfundraising.org.au/intrepidcycle>

Media enquiries: media@intrepidcycle.com or phone Jane Woodman on +86 131-707-55-080 (China)

Additional Information

The Commonwealth Department of Health and Ageing skin cancer statistics (source: <http://www.skincancer.gov.au/internet/skincancer/publishing.nsf/content/fact-2>):

- Australia has the highest skin cancer incidence rate in the world.
- Australians are four times more likely to develop a skin cancer than any other form of cancer.
- Approximately two in three Australians will be diagnosed with skin cancer before the age of 70.
- While melanoma is the least common type of skin cancer, it is the most life threatening form of skin cancer. In 2007, there were 10,342 new cases of melanoma, making it overall the fourth most common form of cancer in Australia.
- Total deaths from melanoma were 1,279.
- Melanoma is also one of the most common cancers affecting youth in Australia.

Biographical Details

Jane Isabel Woodman was born in Melbourne (17 March 1974, 38 years old).

Jane has been living in Yunnan Province, China, since 2010. She has been studying Mandarin and working as a manager at an Australian-Chinese owned guest-house.

Prior to her move to China, Jane worked for the Victorian Public Service.

Resources available

- Jane is available for interviews. Please contact her via media@intrepidcycle.com or telephone: +86-131-707-55-080 (China). Telephone unavailable from 20th - 27th July 2012.
- High quality photographs of Jane are available, please use the above contact details.
- Additional information is available from www.intrepidcycle.com, including quotes and photographs (low resolution, please contact if higher resolution is required).

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