

MEDIA RELEASE

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Become Queen for a day to help Variety

The annual Brazilian Butterfly Queen of the Lake community fitness event will take place at Albert Park Lake, Sunday 3 August 2008.

Women of all ages and fitness levels will have the opportunity to run or walk the 5km or 10km scenic course around the lake, which should be absolutely stunning on a winter's morning with the crisp view of Melbourne city in the background.

The 2008 Brazilian Butterfly Queen of the Lake is also proud to be supporting Variety, the children's charity. Variety is dedicated to transforming the lives of Special Needs Children by providing opportunities to increase their quality of life and fulfil their potential.

Participants can help support Variety by setting up their own personalised online hero page. They will ask their friends, family and work colleagues to sponsor their efforts in order to raise funds for this worthwhile cause.

Director of event sponsor Brazilian Butterfly, Scott Farrar, said his company was very excited to be able to support Variety through the Queen of the Lake event.

"Variety, the children's charity, is such a special cause and one that is close to the heart of many of our regular participants," Mr Farrar said.

"The opportunity to align one of our longest running events with this organisation gives us great pleasure."

The Brazilian Butterfly Queen of the Lake has been an annual community fitness event since 1986. Commencing at 8am on Sunday 3 August 2008 at Palms Lawn, Albert Park Lake, the event runs through until midday and will no doubt be a morning of fun, feminine fitness!

Participants can enter online at www.starttofinish.com.au up until 5pm on Thursday 31 July or, alternatively, on the morning of the event from 8am at Palms Lawn, Albert Park Lake.

For event information, contact Bree Neville, Start to Finish Event Management – 03 9645 1333.

Further information:

Variety, the children's charity – (03) 8698 3900 or visit: www.varietyvic.org.au

Media enquiries:

Sandman PR – (03) 9863 7707 or visit www.sandmanpr.com.au for media releases and hi-res images