

## Media Release

8 March 2006

### Charity auction brings brains and bikes together

The Howard Florey Institute is holding its first online charity auction to raise funds for brain research and two great cycling prizes personally signed by Australian cycling legend, Phil Anderson OAM, are up for grabs.

#### Auction items

- Giro Atmos Helmet worth \$375 donated by Pacific Brands
- Racing jersey donated by Adventure Travel Company

Both items were personally signed by Phil Anderson at the Howard Florey Institute's special screening of *Wired to Win: Surviving the Tour de France* at IMAX Melbourne on 28 February 2006.

All funds raised from this auction will go directly to the Florey, which is Australia's leading brain research centre based in Melbourne. The Florey's scientists are working towards better treatments and cures for a range of brain disorders including dementia, depression, Parkinson's disease, stroke, multiple sclerosis, epilepsy, motor neuron disease, autism, Huntington's disease and schizophrenia.

To win these prizes, visit the new charity online auction website

[www.donateit.com.au](http://www.donateit.com.au) and place your bid now!

The auction started on Monday, 6 March 2006 and will end Friday, 7 April 2006.

Howard Florey Institute Public Relations Manager, Merrin Rafferty, said this was the first time the Florey had held an online auction to raise funds for brain research.

“We hope a fierce bidding war will start that will raise valuable funds for the Florey's research into brain disorders,” she said.

#### Phil Anderson

Phil Anderson OAM is one of Australia's greatest cycling heroes. He won gold in the 1978 Commonwealth Games and then turned pro and joined the intensely competitive professional European road circuit. His career spanned 16 years racing at the highest level and finally capping, this with another Commonwealth gold in 1994, the year of his retirement.

Anderson is well known for being the first Australian (and first non-European) to win the prestigious yellow jersey in the Tour de France. Ultimately, Phil Anderson won the yellow jersey 11 times and rose to number one in the world. Anderson now operates cycling tours with the Adventure Travel Company.

#### Pacific Brands

Pacific Brands keeps a nation at play. The Outerwear & Sport Group is one of Australia's leading suppliers of workwear, casual clothing, sports clothing, sporting equipment and hard goods (bicycles and bicycle helmets). With

brands such as Malvern Star, Rosebank and Repco Sport, chances are most Australian kids grow up riding a Pacific Brands bicycle. Products from the Outerwear and Sport Group can also be found in action on tennis and squash courts, cricket pitches and golf courses across Australia with brands like Slazenger, Dunlop, Maxfli and Niblick.

**Website links**

Howard Florey Institute [www.hfi.unimelb.edu.au](http://www.hfi.unimelb.edu.au)

Adventure Travel Company [www.adventure-travel.com.au](http://www.adventure-travel.com.au)

IMAX Melbourne [www.imaxmelbourne.com.au](http://www.imaxmelbourne.com.au)

Pacific Brands [www.pacificbrands.com.au](http://www.pacificbrands.com.au)

*Note: The winner of the auction must be available for publicity coordinated by the Howard Florey Institute.*

**ENDS**

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