

Media Release

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Competition takes the winner for a ride

As Melbourne is swept by sports fever, a new competition has been launched to promote a movie that demonstrates the gruelling mind and body tests that athletes endure.

Everyone who buys a ticket to see the new IMAX movie, *Wired to Win: Surviving the Tour de France*, has the chance to win a Masi Nouva Strada Road Bike and an Overland Experience to the 2006 Tour de France worth a total of \$4,880.

Wired to Win explores cutting-edge brain science through the dramatic story of the centenary Tour de France - one of sport's most gruelling mind and body tests, and features Victorian cyclist Baden Cooke. The film focuses on the human brain's amazing ability to overcome adversity, accomplish the near-impossible, and to power each of us to victory and success in life.

The Masi Nouva Strada Road Bike was donated by Pacific Brands and has a RRP of \$1,895, and the land only tour for one person to the 2006 Tour de France was donated by The Adventure Travel Company and is worth \$2,985. The competition closes on 30 April 2006.

To raise awareness of brain research and its importance to our society, IMAX has partnered with the Howard Florey Institute, Australia's leading brain research institute in Melbourne, that uses the brain imaging technology demonstrated in the film to investigate the brain and work towards better treatments for brain disorders.

The Howard Florey Institute is also 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 The 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.

To win these prizes, visit the new charity online auction website www.donateit.com.au and place your bid now! The auction started on Monday, 6 March 2006 and will end Friday, 7 April 2006.

All funds raised from this auction will go directly to the Howard Florey Institute. 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.

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