

PRESS RELEASE
Sunday 27th March 2009

Rebel Sport announced as new Naming Rights Sponsor for Perth City to Surf

City to Surf Organisers today confirmed that Western Australia's biggest community sporting event will carry a new name from 23 March 2009, following the signing of an agreement with Australia's largest sporting goods retailer Rebel Sport to become the Naming Rights Partner of the Perth City to Surf for Activ.

Rebel Sport have entered into a two (2) year Naming Rights agreement with City to Surf Organisers which grants them the right to name the event the 'Rebel Sport City to Surf for Activ'. This is an extremely exciting announcement for the event in a year that will not only see the introduction of a new Naming Rights Partner, but the introduction of a world class marathon to this iconic community event.

Rebel Sport will bring to the event not only a prominent and nurturing community brand tied to sporting goods and apparel, but will also unveil a brand new Rebel Sport City to Surf for Activ product range. These new apparel and sporting lines will be available for purchase at Perth Rebel Sport Stores, the Rebel Sport City to Surf for Activ website (www.perthcitytosurf.com), at the Rebel Sport City to Surf for Activ Expo, and on City Beach Oval on event day.

Rebel Sport CEO John Joyce said of the agreement "Rebel Sport is proud to associate itself at the highest level with such an iconic Australian event such as the Perth City to Surf, with expansion to 15 Rebel Sport stores in WA in 2009, we hope to encourage more of the greater Perth community to engage in fun and healthy lifestyle activities, and there will be no better place for this than the Rebel Sport City to Surf for Activ

The Rebel Sport City to Surf for Activ is the major fundraiser for the year for Activ, the owner and beneficiary of the event. Activ CEO, Tony Vis, said "Activ is delighted to welcome Rebel Sport aboard. The support of Rebel Sport allows the event to further grow and develop. It means a bigger, better, more memorable event for runners, spectators and the community. The more that the community embraces and supports the event, the greater the benefit for people with intellectual disability whether that is through increased awareness or increased fundraising."

The Rebel Sport City to Surf for Activ, in its 35th year will take place on Sunday August 30th. Funds raised by the Rebel Sport City to Surf for Activ will help Activ continue its mission to create a better life for people with disability.

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