

# PRESS RELEASE

## Wednesday 3<sup>rd</sup> June 2009

---



### Why the people run?

Activ today unveiled *People* at the 2009 Rebel Sport City to Surf for Activ official launch. The short film pays homage to the tens of thousands of individuals who run, walk and wheel their way from Perth to City Beach each year, all in a mass community effort to ensure *a better life* for people with disability.

A modest 500 people participated in Activ's first City to Surf in 1975. Thirty-five years on the Rebel Sport City to Surf for Activ is WA's largest community sporting event, with race organisers predicting a record 40,000 participants this year.

"It is the people of Perth, and beyond, that make our City to Surf a truly remarkable event. Every single person that steps across the start line, steps up for Activ. It's humbling to experience such a formidable show of support for our cause," Activ Chief Executive Officer, Tony Vis says.

"*Our people*, Activ service recipients, Activ families, experience first-hand what the City to Surf means to Activ. Accommodation; meaningful paid employment for people with disability; transport; respite. These are just some of the ways funds raised from the City to Surf help create a better life for people with disability and their families, right here in WA."

### About Activ

Activ is one of Western Australia's leading community benefit organisations and has been providing services and support to people with disability since 1951. Activ provides accommodation, recreation, respite, employment and skills development training (People, Skills & Community) to 2,300 people with disability and their families. It employs more than 1000 staff and more than 1000 people with disability.

**SHORT FILM:** See enclosed copy of *People*.

---

For press information contact Shae Slater, Activ Marketing and Communications Coordinator

Telephone: (08) 9387 0432

Mobile: 0413 537 008

Email: [shae.slater@activ.asn.au](mailto:shae.slater@activ.asn.au)

