



SHITBOX RALLY 2019 SYDNEY MEDIA CALLS

CENTENNIAL PARK FINISH LINE

WHAT? The 2019 Shitbox Rally is finishing in Centennial Parklands in Sydney! 275 (or most likely less as some haven't made it from Perth!) decorated shitboxes (cars worth less than \$1000) and over 550 passionate people celebrate finishing a ten-day outback journey from Perth via Uluru. Shitbox Rally is Cancer Council's biggest national fundraiser with 2019 totals sitting at over \$2.3 million!

WHEN: Friday 17th May

MEDIA CALL TIME/CARS START ARRIVING: Approx 1PM-3PM

WHERE: Centennial Parklands, Dickens Lawn

INTERVIEW OPPORTUNITIES: James Freeman, CEO Cancer Council NSW Jeff Mitchell and NSW rally participants

James Freeman - Founder and organiser of the Box Rallies

James founded Box Rallies in 2010 after losing both his mother and father to cancer just 12 months apart. After they died, he was lost. "I needed to find something, a project, an adventure, and whatever it was, it had to be big and it had to excite me. Really, it had to bring the life and fun back."

CAR AUCTION

WHAT? Beloved cars from the rally will be auctioned off at the Manheim Auctions, Moorebank with all funds raised going towards the Cancer Council. There is NO RESERVE on any cars – all will be sold. Many have had recent mechanical work done including new tyres. It's a great opportunity to buy your very first car, a bargain second car for the family or a fun ride for backpacking around Australia.

WHEN: Saturday May 18

PUBLIC VIEWING: 9AM

AUCTION: 10AM - 12PM

WHERE: Manheim Auctions - 144 Moorebank Ave, Moorebank NSW 2170

INTERVIEW OPPORTUNITIES: James Freeman and Rally participants

For images, maps and more please visit <https://www.shitboxrally.com.au/media-and-sponsorship/>

**For more details:
PR CONTACT
Katherine Ferris
media@boxrallies.com
0429 050 119 or
0402 112 952
shitboxrally.com.au**

ABOUT SHITBOX RALLY

- Since 2010, Box Rallies has raised over \$18.6 million to Cancer Council
- The route varies each year, but long stretches of unsealed, dusty and horrendously corrugated roads are guaranteed
- Teams of two spend the year leading up to each rally raising the minimum \$5,000 to earn their place
- Support teams of mechanics are along for the ride, to patch up Shitboxes as they inevitably break down.
- The Shitboxes that make it are auctioned off on Saturday May 18 at Manheim Auctions, Moorebank in Sydney with proceeds going to Cancer Council.

EXAMPLES OF RESEARCH FUNDED

- Testing new drug combinations for pancreatic cancer
- Preventing people with immune deficiencies from developing lymphoma
- Finding new compounds to target the deadliest type of malignant brain tumour
- Developing a way to calculate the safest and most effective dose of radiation for prostate cancer patients
- Analysing the largest data set of melanoma genome sequences in the world, and identifying a treatment to block the development and spread of neuroblastoma cells

SHITBOX RALLY YOU'RE DOING WHAT?!



Shitbox Rally is not a race, rather a challenge to achieve the unthinkable... To drive cars worth just \$1,000 across Australia via some of its most formidable roads, all in the name of charity.

HOW DID SHITBOX RALLY COME INTO EXISTENCE?

Shitbox Rally was founded by James Freeman after he lost both of his parents to cancer 12 months apart. James and his brother nursed their parents through the last stages of their lives. When his Dad passed away (after his Mum), he was devastated. It was a dark time, and he needed something to excite him and help him to make a difference.

Shitbox Rally has always been about having fun, and not taking the serious task of raising money for cancer research too seriously. He spent months working out how the rally would work, and how to make the experience a real challenge for participants. He knew he'd need support to grow awareness of and participation in the rally organically... The more ridiculous the concept was, the better.

SHITBOX RALLY TODAY

Shitbox Rally has grown from just a few participants, to a total of 275 teams (of two), plus support teams, taking their cars on the road as part of the fundraising effort, and all the money raised goes to the Cancer Council. Our teams all agree that it's a hugely rewarding event to be a part of.

Since 2010 Shitbox Rally has raised over \$18.3 million for Cancer Council, making it the biggest national Cancer Council fundraiser. The 2019 rally is the longest yet, going 5150kms from Perth to Sydney via Uluru, finishing on Friday May 17 in Centennial Parklands from 1pm. Fundraising totals for the 2019 rally are over \$2.4 million, smashing the goal of \$2 million.



Images available for download: <https://www.shitboxrally.com.au/media-and-sponsorship/>

NEW SOUTH WALES PARTICIPANTS/STORIES

1. Cancer Council NSW CEO – Jeff Mitchell

CEO of Cancer Council NSW said “James and the Box Rallies team have made a huge contribution to funding cancer research. I’m very excited to be doing the rally this year and joining the thousands of ‘ralliers’ that have not only raised funds but have become supporters of Cancer Council and the lifesaving work that we do.”

2. Cancer Council NSW Team: “Rage Against the Latrine”

Introducing the 2019 Cancer Council NSW Autumn Shitbox Rally team featuring the “Loo Scrubbers” Eleonora and David who will be driving “Rage Against the Latrine”. David and Eleonora are cancer researchers who focus on bowel cancer and prostate cancer. Working “downstairs” in “the bowels” of the Cancer Research Division at CCNSW in Woolloomooloo, they look past the “sh!” to bring hope to Australians through their research. They will carry this ethos into the Shitbox Rally, by turning a trashy car into something worthy and beautiful. The “Loo Scrubbers” will use their superpowered toilet brushes to fight bowel cancer and prostate cancer. As the inaugural official CCNSW team, Eleonora and David will be joining the 250 teams (including a rival CCWA team and their very own CEO rallying with his brother) driving their Shitboxes 5,150kms from Perth to Sydney, via Uluru. Whatever happens along the route the Loo Scrubbers will remain undeterred.

3. Team Back By Popular Demand (Phillip and Michelle from Speers Point)

“We are diving a 2001 Holden Commodore station wagon. My wife/co-driver Michelle bought it (without seeing it or taking it for a test drive!!) when I was overseas trekking to Everest Base Camp. Michelle doesn’t know much about cars, so I was really concerned when I found out that she had bought it. Her reason for buying it was because she believed that as it was owned by a refrigeration mechanic, the air-con would work! Seriously, was that all she was worried about?? This is rally number 7 for me”

4. Team Cure (Alan W and Stephanie P from Blacktown)

“On the 5th of January 2015 my wife Linda rang at 9.45 am while I was in Sydney loading the truck ready for my trip back to Melbourne. The words she said was “they just told me I have cancer.” Linda had stage 4 pancreatic cancer and other cancers spreading to her liver and was told to get her affairs in order and was given approx. 5-6 months. To see someone go through this filthy disease is something I don’t want to go through again. On the 24th May 2015 she passed away. A young girl named Stephanie came to her funeral and said what’s say we do a Shitbox rally so that was the start.”

SHITBOX RALLY MEDIA CONTACT:

Katherine Ferris

media@boxrallies.com

0429 050 119

Katherine will be on this year’s rally

If out of range, please contact

Hannah Moore

0402 112 952

For images, maps and more please visit <https://www.shitboxrally.com.au/media-and-sponsorship/>





ROUTE OVERVIEW

MAY 8TH - 17TH 2019

QUEENSLAND

