



## **MEDIA RELEASE - The EDGE! abseil 2018 Event Launch**

### **Abseil Wrest Point for local medical research**

Launched in 2013, the EDGE! abseil for medical research has quickly become an iconic and much-anticipated event, seeing 60 brave souls facing their greatest fears by abseiling off the top of Tasmania's tallest building. On Sunday 3<sup>rd</sup> June, assisted by outdoor adventure specialists, Aardark Adventures, participants will scale 60 metres down the Wrest Point tower to raise money for the RHH Research Foundation, an independent entity that invests funds to support local health and medical research in Tasmania.

The RHH Research Foundation's CEO Heather Francis explains, *"The EDGE! abseil for medical research is the largest fundraising event in the Foundation's annual calendar. All funds raised from the EDGE! abseil will help ensure that more vital medical research can be undertaken in Tasmania by passionate local clinicians."*

This year's media launch for the EDGE! will have the X factor with two members from swing sensation Croon, John X and Colin Dean urging dare-devils to sign up to the challenge to raise money for local researchers to explore health issues that effect Tasmanians. As long-time supporters of the RHHRF, Croon is keen to urge others to take the plunge this year too. "When you support medical research through the RHH Research Foundation, you are helping to build the future of medical care in this state," observed Colin Dean. "We can't think of a better or more exhilarating way to help raise research funds that lessen the impact of some of our state's most challenging health problems," added John X. "Challenging yourself to abseil down Tassie's tallest building for a great cause is an opportunity that gives something for everyone across our entire community. And what better way to do it? Crooning your way down in a white tux jacket - that's doing it in style!"

Heather Francis, CEO of the RHH Research Foundation, explains in more detail how people can get involved, *"For those wanting to go off The EDGE in 2018, just visit our website [www.rhhresearchfoundation.org](http://www.rhhresearchfoundation.org) and follow the links to set up a personal fundraising page. This page is used to connect with family, friends and work colleagues and encourage them to donate to the cause. Participants need to raise a minimum of \$500 to participate in the abseil but most people raise much more than that thanks to generous support from the local community."*

Individual and team registrations are now open. Space is limited, so early registrations are encouraged to avoid disappointment.

#### **Media launch event:**

Monday 9 April, 11.00am, Wrest Point – meet at reception (main foyer)

Footage available from rooftop and landing area. Opportunity to interview CEO Heather Francis, John X and Colin Dean.

**Media enquiries:** Heather Francis, CEO RHH Research Foundation 0407 201 113

**To register for the EDGE abseil visit [www.rhhresearchfoundation.org](http://www.rhhresearchfoundation.org)**

