



Media Release – for immediate distribution

## Riding the Yarra Valley for a good cause

More than 350 enthusiastic cyclists joined former Victorian Premier Steve Bracks at **just cycle yarra valley** yesterday to raise funds for Jesuit Social Services.

The event in the picturesque Yarra Valley featured three different rides and ended with a family day and concert at the Rochford Winery which featured Nat Allison, The Paradise Motel trio and The Dili All Stars amongst others.

Mr Bracks, who participated in the 120km challenge featuring Mount Donna Buang told the crowd, "**just cycle yarra valley** proved to be a lot more than the usual Sunday morning bike ride, I do a lot of riding and this was the hardest ride I've ever done, but the most rewarding."

"I rode to benefit some of Victoria's most disadvantaged people, those that slip through the cracks. I was thrilled to be an ambassador for the event and promote the amazing work of Jesuit Social Services," said Mr Bracks.

Jesuit Social Services CEO Julie Edwards welcomed the involvement of Mr Bracks and all the other participants.

"I would like to thank Steve and everyone who took part in **just cycle yarra valley** – whether as a rider, volunteer or attending at Rochford Wines for a fantastic day out. Proceeds from the event will support our work with disadvantaged young people, families and communities and we thank everyone who supported the day" said Ms Edwards.

Event website: [www.justcycle.com.au](http://www.justcycle.com.au)

\*\* Hi – Res event images are available \*\*  
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### MEDIA ENQUIRIES

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## About Jesuit Social Services

Jesuit Social Services works to build a just society by advocating for social change and promoting the health and wellbeing of disadvantaged young people, families and communities. For further information, please visit [www.jss.org.au](http://www.jss.org.au).

## About the Hon. Steve Bracks AC

Steve Bracks entered Parliament as the Member for Williamstown in 1994. After serving as a Shadow Minister in the Employment, Industrial Relations and Treasury portfolios, he became Leader of the State Opposition early in 1999. Mr Bracks fought the Election later that year with a completely new set of policies he oversaw and personally drafted in Opposition.

He went on to win the Election and became Victoria's 44th Premier. Steve Bracks became one of Victoria's most successful Premiers winning three consecutive elections including achieving record majorities in the 2002 and 2006 elections.

Mr Bracks holds a number of positions and in 2010 was the Honorary Chair of the Organising Committee for the World Road Cycling Championships held in Victoria.

For further information, please visit [www.stevebracks.com.au](http://www.stevebracks.com.au)