

Gibb River Road Mountain Bike Challenge 2008 Campaign Newsletter # 7**Cable Beach Club
Gibb River Road**
Mountain Bike Challenge

Omygosh...it's another month closer and here's the seventh edition of Gravel Rush in our ridiculous headlong plunge towards the 2008 Gibb River Road Mountain Bike Challenge. Another month, another fabulous offer of assistance; WIN Television have joined our event partners Cable Beach Club Resort, Voyages El Questro, BHP Billiton Iron Ore, Broome Cycles, Kimberley Industries and H & M Tracey Construction as Pearl Level sponsors. Their support is particularly

valued as it allows further shameless self promotion through the most powerful medium in the world; television. Giddyup.

Not that it would seem we need much more advertising because it's with mixed emotions that I can tell you that registrations have exceeded expectations and we've hit full subscription.....shop shut, we're full, there's no room in the barn. It's been a disheartening couple of weeks; telling people that all the team places are taken. This is an event I'm very confident will build on its strengths each year but baby steps are crucial to our long term plans. Please be patient while we develop our expertise and build a better and better Challenge each year. Get yourself and a team of suitably unstable individuals together for 2009 if you missed out on our extraordinary challenge this year.

Team captains please ensure all your riders have completed, paid and sent through their registration forms. Separate registration forms are required for each rider and support person joining your team. Full payment to be received by 30th April, 2008.

Cheques are to be made payable to WA Police Legacy Inc. and sent through to Simon Rimmer at the Kimberley District Police Office, PO Box 2291 Broome, WA 6725. Please don't send cash through the mail. Those of you that are technically savvy can direct deposit your registration fee into the West Perth ANZ Bank account of WA Police Legacy.

BSB 016 498

Account Number 4935 26114



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Bloody Legends Page

Major Sponsor



Diamond Sponsors



Pearl Sponsors



Heroic Contributions



Yep, the news just keeps getting better. In an incredible stroke of Irish luck, not only does Clare Carson join our ranks as a St. John's super-action-hero ambo vullie, in her day job as WIN Television's North West Manager she put the hard sell to the top WIN TV execs and knocked them over with her Irish charm. The stars, planets and moons were aligned on that St. Patrick's Day.....resistance was futile.

As mentioned earlier, WIN Television join our Challenge as Pearl Level Sponsors with a swag of advertising air-time, news features and promotional opportunities. The Gibb River Road Mountain Bike Challenge is set to erupt onto the magic of the small screen with more viewer credibility than a Wayne Carey bleeding heart public apology.

A valuable TV timeslot or two wouldn't anything better than one of those annoying *Textile Traders* commercials featuring *Benny the Bloody* (bloody unbearable) without the creative and technical wizardry of Stephen Kelly of Broome Tourist Television. He put together a montage of memorable photos from our inaugural Challenge, balanced it with some snazzy narrative, added a slick voice over and.....*voila*; TV magic set to stiffen the resolve, provide chest swelling pride and have regional Western Australia chaffing at the bit to launch into another campaign of bicycle madness pitted against the majestic Gibb River Road. *Note to self – may be perceived as a biased opinion.....bugger it, let it run.*



If it's not enough the Royal Australian Navy protect our shores and maintain the peace in theatres of conflict throughout the world gallantly flying the White Ensign; there's a damn armada forming up with *The Gibb* in their sights. Following last year's immensely successful campaign; Team Submarine is sending a battle group of four teams plus a soloist to participate in this year's challenge. Their indomitable spirit was a stand out feature in the inaugural event and

it will be an honour to have this great crew up again. Their involvement won't be confined to chasing down *Rawring Forties* or serving it up to the *Broome Riders*. On Saturday morning in the grounds of the Kona Caravan Park Kununurra they're going to host breakfast. You're all invited to see that these versatile crew members not only fight the good fight, ride like a south westerly squall but can cook up a breakfast storm on a barbeque. *Breakfast at seven bells.*



Heroic Contributions Page II

But wait.....there's more;

Special thanks to Vanessa Mills of ABC Radio 6BE for the invitation of a radio interview during the month. The subject matter of the **Gibb River Road Mountain Bike Challenge** is near and dear so it was no effort to talk it up to their receptive regional audience. ABC Kimberley and Vanessa are very supportive of community initiatives and while I may not be able to tempt her onto a saddle, the support and interest is clearly there. Thanks for the air time Millsy.



The Kimberley Division of General Practice are offering a \$200 cash prize to the team that best promotes a healthy message. Last year's recipient was Brian Carr for his Herculean solo feat of endurance but there was certainly some *stiff* competition offered by *The Long Hard Riders* who promoted good sexual health through their novel and largely amusing use of yellow condoms. Let the imagination fly and stand out if you want to scoop this offering. 200 buckeroonies, sweet.

Greg Hayes and Roadwise came through like true champions of road safety. They've graciously donated a swag of promotional goodies to encourage our participants to follow their simple road safety messages of wearing seatbelts, not drinking and driving and being beware of driver fatigue. Remember, there are no special suspensions of the road laws or *get out of jail free cards* during our Challenge. Don't pissy steer, wear your seatbelt when you're in a car, a helmet when you ride and rest from driving with regular stops (read: transitions).



Patrick Kinsella, the editor for Outer Edge donated 40 copies of their most recent publication that will find their way into the registration pack for each team. It's a mix of all that is outdoorsy and free spirited and it's not aimed at the elite athlete amongst us but everyday people.....the very demographic our event seems to have struck such a chord with. This bi-monthly mag features a heap of great articles to encourage you to get out and try something different, including our own Gibb River Road Mountain Bike Challenge!!! It's tailored to compliment your down time between transitions and makes for a bloody good read. My subscription's signed, sealed and delivered, so get onto this great magazine because it's not all about the bike.....well at least not every time.





Cable Beach Club
RESORT

Gravel Rush



VOYAGES
EL QUESTRO
WILDERNESS PARK

Heroes Page

Cable Beach Club
RESORT

hawaiian



IRON ORE



KIMBERLEY FINE DIAMONDS



NAVY



LINNEYS



Rich Bounty

There are also some great prize offerings in addition to the amazing support we've been afforded from our community and corporate benefactors. They'll be rewarded in grotesquely challenging events throughout our five days of spirited adventure or through one of our raffles or the planned quiz & auction nights.



There's a very good chance that every team will be taking home more than incredible memories and a rewarding sense of self accomplishment.....*there's some booty to be had.*

Three nights accommodation Spa Apartment – *Seashells Resort*
Rare Moment painting by Denise Walker – *Denise Walker Art*
 Canvas Print – *Printing Ideas*
 2 x Family passes Air North Kimberley Moon Experience – *Argyle Diamonds Ord Valley Muster*
 Baseball caps, polo shirts & Tactical Bags - *Taser International*
 3 x \$50 vouchers - *Broome Camera House*
 Memories of Broome canvas print - *Printing Ideas*
 Stirling Silver Bangle – *Kimberley Fine Diamonds*
 Kookaburra Butane Gas Stove – *Kleenheat Gas House Broome*
 300 cans of soft drinks – *Coles Kununurra*
 12 indigenous matted prints from Mowanjum and Kalumburu – *Broome Gallery 6*
 Canon Colour Printer – *The Boss Shop*
 2 x \$50 vouchers – *Kununurra Movies Games & Music*
 Hewlett Packard Photosmart Colour Printer – *Northern IT Services*
 Dolphin torches, Ratchet screwdriver set, lights, leads and timers – *Bulldog's Electrical and Maintenance Service*
 5 x whole barbeque chickens – *Chicken Treat*
 2x \$20 gift vouchers – *Target Australia Pty Ltd*
 Beer & Wine (cheers) - *Roey Bottle shop*
 Stubbie holders, caps & water bottles – *Bank West Kununurra*
 40 copies of Issue 7 – *Outer Edge*
 \$200 cash – *Kimberley Division of General Practice Ltd.*

If you would like to add something to the booty stash, please contact me at the Kimberley District Office or your local police station.



WA Police
Legacy



We Remember Them

Gibb River Road Mountain Bike Challenge for dummies

So you put your hand up to join a couple of friendly bike orientated mates but then it dawns; "I'm a mega hyped competitive ogre with public acknowledgement issues; how will I cope without it being a race?"

Here're some ideas to soothe the tremors;

1. Get over it. The Gibb River Road Mountain Bike Challenge isn't a race. There's no podium honour, no scantily clad women or buffed man-whores to present garlands or help you into the *Maillot jaune (Yellow jersey)* in front of an appreciative audience.
2. Soak it up. The Gibb River Road deserves it's reputation as a premier outback holiday location. With 600 million years invested in its creation and its first human visitors rocking up only 50-60,000 years ago, there's a hell of a lot of detail to appreciate – slow down mate, have a look around.
3. Throw your competitive spirit somewhere it can benefit others. Take on *Rawring Forties* and their extraordinary efforts of fund-raising, try and match *Lion Racing's* afternoon gala performance or set a lofty target of \$12,000 to support a District High School music program like *KNX Bandits*.
4. Keep it real. I hate the term but thought to throw it up there like you'd sling mud at a fan.....it'll strike a chord with someone, or stick to them. *Anybody claim to know what that means.....keep it real?*
5. Claim and extol your bragging rights through the Challenge. Talk up your ride with your team mates. They knew the risks when they signed up with you and understood this was their cross to bear in your almighty and magnificent presence.
6. Race yourself, best yourself, be the best you can on each day. Then steel yourself for The Challenge next year, go further, go faster, raise more, have more fun.....every year better than the last.
7. The Challenge was accepted and met the moment each of us signed up. You've already proven your worth, you're here too.
8. It's not a race – but we're in front of you! A degree of social competitiveness will inevitably creep into your psych. Maintain a balance and don't lose focus on what's truly important; participation, team camaraderie, community spirit and helping others.



Rumour Mill

Okay, so Sir Elton ain't making a stop over through the Kimberley – **CENSORED**. There is some exciting news though to fill the social vacuum left by the Rocket man's Broome concert snub: a cocktail night on Saturday the 10th of May. The beneficiary will be the Royal Flying Doctor Service and maintaining the magical Derby connection is the event organiser is a super-duper-community-spirited-hero-copper from Derby, Constable Cara Jellie. Careful Cara, organising community events is utterly satisfying and highly addictive. Watch this space for further details once they're nussed out.



Folk in the Kimberley claim the change of season from Wet to Dry can be predicted by the appearance of dragonflies, much like Punxsutawny's Groundhog *Phil*. Whilst he may have the good oil on the Northern Hemisphere climate change, here in the Kimberley it's the dragonflies we look out for. They're about: it's the dry.....happy days.



Dinner Camp

I'm not blowing wind up their bums but the catering teams will absolutely make this challenge. It won't matter how rough or corrugated the track, it won't matter a pinch how hot and tormenting the headwind, muscle aches won't rate a mention nor the draconian impost of the Time Keeper. Food will make or break us. Your tummy wummies will be judge, jury and executioner, so don't think we're not taking this challenge within the Challenge seriously.

We're putting on breakfast, lunch and dinner each day including fruit to take along with you but you'll need to bring the little extras to help you along the day. Supplements might include; jelly lollies, fruit and nut mixes, sports drinks, protein bars, biscuits and chocolate. You know, the stuff you'd normally have guilt attacks over but believe me, you'll earn every last calorie.

Team Captains; please discuss dietary requirements thoroughly with your team mates. If there are any special needs, we need to know about them now. Gluten free, Vegans, Vegetarians, Lacto-ovo vegetarians, Lacto vegetarians, Ovo vegetarians, Su vegetarians or Fruitarian.....we gotta know what to cook and what not to kill. Or at least, not to tell you we killed it.....



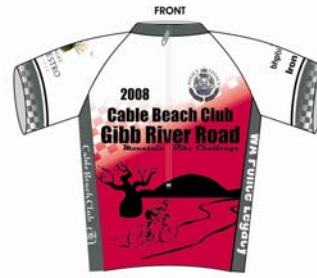
m....m....mmmates rates.....

Here's some great news for the participants in this year's Challenge. Your registration fees cover all your food, camping and wilderness park fees which is outstanding value in itself for a fully catered safari adventure through the most beautiful and rugged country in Australia. Your registration fee also includes this terrific event riding jersey by premier sports wear maker, Scody Australia. Take a look at this;

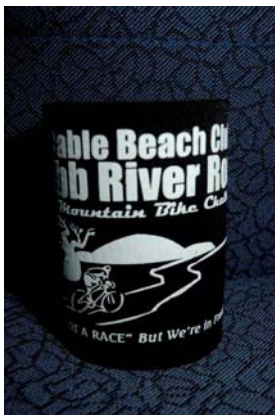


SCODY does not print production until the colour concept has been approved and signed off by client. *Please note that this colour concept is based around a medium sized garment, so the design may vary slightly with each size change. *While every effort is made to colour match fabric, samples and PMS colours, exact matching cannot be guaranteed, due to variation in dye, temperature, materials & humidity.

COLOURS USED
■ PMS No: 199
■ PMS No: Black
■ PMS No: 445



Customer Approval: _____ (Please Sign) // DATE



Not included in the registration fee but at a very reasonable \$5 each are these 7.5mm neoprene stubbie holders. They'll be available for sale at our display at the North West Expo in Broome over the weekend of 3rd and 4th of May as well during the registration and safety briefing in Derby on Sunday the 11th of May.



Brian's Blurp

Blondie's classic image has featured in more articles this month than anyone could dared to have hoped. The *Face of the Challenge* has popped up in Outer Edge, The West Australian and I suspect he'll appear on a milk carton or the back of a bus near you. This Challenge will make you famous.....strike out from the crowd and go solo. There are now five crazy soloists set to match Brian's Herculean feat, but he did it first.



We Remember Them

What's Now.....??

TRIATHLON
SATURDAY MAY 3RD

LONG COURSE
750M SWIM 20KM CYCLE 5KM RUN

SHORT COURSE
250M SWIM 6.6KM CYCLE 2KM RUN

'COME AND TRY' KIDS MICRO
25M SWIM 1KM CYCLE 200M RUN

8:00AM START
KUNUNURRA LEISURE CENTRE

PRESENTED BY

The East Kimberley is just unstoppable with top class regional events that would have the city folk choking into their frothy lattes.

In another great outdoorsy activity to test your physical fitness and mental fortitude, the Shire of Wyndham East Kimberley and the Department of Sport and Recreation have resurrected the *Kununurra Triathlon*.

It's guaranteed to have your heart rate monitor wailing in this classic three discipline format. It looks like a ton of fun and everyone smiles. Smile during the swim (you need to practise the bi-lateral smile), they're smiling riding a bike (I can see the bugs), hell they're even smiling once they've finished. I'm thinking the calves are screaming during the run and that's why there are no photos of that from the spin doctors.

Last Freedom Moped (It's really a bus)



Right kids, pay attention to me. If you're a wild eye lunar standing at the gates of oblivion; then hitch a ride with us, 'cause we're on the last freedom (bus) out of no-where city.....and we haven't even told our parents what time we'll be back!! So put on your dancing trousers and get down to the total and utter king of rock and roll.....Jenny Sara? Okay, so Jenny's no hip swinging groover, or maybe she is but it doesn't really matter. Jenny's taking

over the awesome work put in by Mark Vassiliou to secure a coach to take participants from Perth to the start line at Derby and then return from Kununurra. If you're looking at your travel options, give this some serious thought. The ride will be a hoot and will save some quids into the bargain. Get in contact with Jenny SARA through WA Police Legacy on 9322 8099 to express your interest. I promise, neither Blakey nor Rick (silent P) will be on board.



WA Police
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We Remember Them

Great Stuff People Do

I've spruiked often enough about heroes and legends but now there's a new standard and I can't imagine many matching his incredible feats of endurance and support for police dependent and cancer charities. Swasie Turner is a former UK copper who lost his right leg to a bastard motorcycle rider, ending his 27 year career. Shortly afterwards he lost his beloved wife to cancer, but that just served to spawn a comic book hero transformation into an obsessive crusader for the two life changing events that shaped his humility.



To date he's pushed his wheelchair over 54,300 kilometres through some of the world's most challenging terrain in support of cancer and police charities. He started an Australian epic trek on the 29th of March to travel from Augusta in the South West to Perth: a gutsy 400 kilometre journey over 9 days with WA Police Legacy Inc. and Canteen as the local beneficiaries. If you want to support this incredible effort, go to www.swasieturner.org

For those in the metro area you may be able to support this noble endeavour too. There are still some places available; just one table in fact and a couple of seats, such has been the wonderful public support and the gallant effort of David Goddard and the people assisting him to put this event together.

Matt Butcher Fund Raising Dinner & Auction

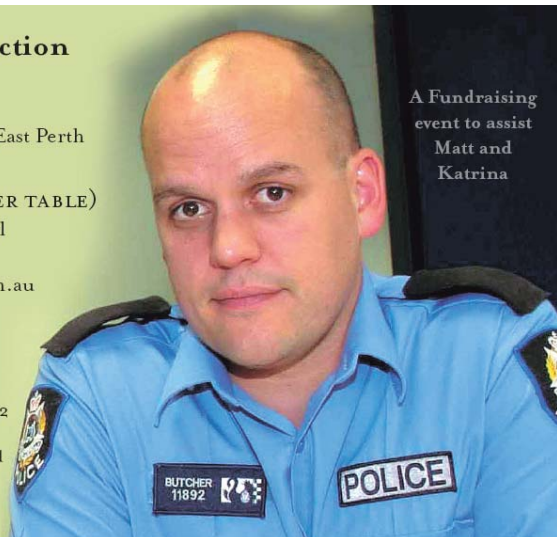
WEDNESDAY, 9TH APRIL 2008, 7 PM
Members Equity Stadium Function Centre, 310 Pier Street, East Perth

TICKETS \$130 PER PERSON (TABLES OF 10 @ \$1300 PER TABLE)
Includes dinner, drinks & entertainment. Dress: Smart casual

Bookings: David Goddard E: david@firstonerealty.com.au
W: 9481 5911 M: 0412 940 333

Payment: Visa, Mastercard or Cheque payable to:
David Goddard and Janet Kerr as trustee for Matthew
and Katrina Butcher PO Box 1918, West Perth WA 6872

Donations: David Goddard & Janet Kerr as trustee for Matthew and
Katrina Butcher
Westpac Bank West Perth: 736 011 / 658 328



We Remember Them

Where the hell are we.....??



VOYAGES EL QUESTRO WILDERNESS PARK

Our location profile this month is El Questro Wilderness Park, our fourth rest stop in this amazing journey. Developed in 1991 on one million acres, it's become an iconic Australian outback holiday destination; thrilling local, interstate and international visitors alike with its raw timeless beauty. For a brief, though magical stop-over, it'll be our turn to marvel at the ancient landscape and be humbled by the magnificent scale of this piece of heaven on Earth.

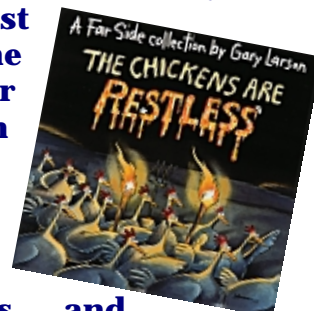
Voyages Hotels & Resorts have offered not only free camping but waived the wilderness park fee as well. *But wait, there's more;* Their generosity is as boundless as the landscape in the East Kimberley and they've offered a great deal at the *Swinging Arm Bar* to rest our amazing catering staff for the night AND put on some great whip cracking Aussie yarn entertainment as well. This will prove to be the highlight of the challenge for many of our participants.....so much so I'm confident it will have you coming back every year, it's that sort of magical place.



We Remember Them

Safety matters

Taser International have Taser swine, Customs employ butt sniffing beagles, paragliders in Nepal use raptors (see page 64 Outer Edge) and the East Kimberley use Sentinel Chickens.....what? The Shire of Wyndham East Kimberley have issued a warning to residents and visitors to the region that *Murray River Encephalitis* has been detected in their brood of sentinel chickens. It's a mosquito borne disease that can be prevented with simple measures;



- 1) Restrict outdoor activity around dusk and through the evening. Yeah right – we're camping!!
- 2) Cover up - wear clothing that protects against the pricks.....and their proboscis.....*or is that proboscif?*
- 3) Use mosquito repellent. Bushman's is best. *Honey I'm too tired for lovin' anyways.*
- 4) Sleep under a mosquito net/in a tent.

Another compulsory piece of safety equipment to be carried by each of the support vehicles is a first aid kit comprising;

3x Crepe bandages	Band Aids
2x Triangular bandages	Gauze
Antiseptic cream or wash	Paracetamol
Ice pack (instant/gel)	Tweezers
Scissors	Cotton wool
Saline solution	Eye bath
2x Universal dressings	Sunscreen

Further considerations may include;

Strapping tape (sports)	Muscle liniment
Laerdal pocket mask	Hexi-foam
Tubular bandage	Emergency foil blanket
Aspirin	Saddle lube/Cure Rash
Moisturiser	Lip balm

In the year of the Scouts; *Be Prepared.*

