



Be in the running for a good cause



DANIEL EMERSON

The leaders of WA's six chronic disease charities joined forces yesterday in an unprecedented united front against ill health to launch the hottest new event on the WA sporting calendar.

The inaugural HBF Run for a Reason, presented by *The West Australian*, was given a high-level kick-start at the WACA Ground when the chief executives of Cancer Council WA, Heart Foundation WA, Lifeline, Asthma Foundation WA, Diabetes WA and Arthritis WA gathered for the launch.

Young cancer survivor Kayden Gaffney, seven, and Burswood WA Senior of the Year Maggie Richardson, 78, were also on hand with Perth Fury women's cricket team veteran Avril Fahey to encourage West Australians of all ages and fitness levels to take part in the race on May 23.

The CBD event — billed as complementary to, rather than a rival of, the City to Surf run — will give partic-



ipants a never-before-seen pedestrian view of Perth city, with the 14km-route covering three freeways, including the first opportunity to go through the Northbridge Tunnel on foot.

There is also a 4.5km route.

HBF managing director Rob Bransby said 50 per cent of West Australians were obese and 60 per cent did not get the recommended amount of exercise, meaning everyone had a reason to run. "It could be a loved one touched by chronic diseases, or maybe becoming fit enough to keep up with your children — this is your chance to

run for a cause," he said.

Participants will be encouraged to raise funds for one of the charities associated with WA's six chronic diseases which collectively contribute to 80 per cent of all deaths.

West Australian Newspapers chief executive Chris Wharton said the event signified "a new commitment to the wellbeing of the West Australian community on behalf of the newspaper group".

Watch the video report at [thewest](#)



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In the race: WA cricketer Avril Fahey, left, cancer survivor Kayden Gaffney and WA Senior of the Year Maggie Richardson train for Run for a Reason. Picture: Iain Gillespie