



**Weekend West  
17-Sep-2011**

Page: 11  
General News  
By: Natasha Boddy  
Market: Perth  
Circulation: 333768  
Type: Capital City Daily  
Size: 230.09 sq.cms  
Frequency: -----S-

# HBF in the swim

■ **Natasha Boddy**

Health insurer HBF has secured naming rights for the Rottneest Channel Swim under a three-year sponsorship deal announced yesterday.

The swim, sponsored by *The West Australian* and *thewest.com.au*, attracts the biggest participation for any long-distance open water swim in the world.

Rottneest Channel Swim Association president Raymond Yong said the partnership with HBF was a natural fit because both were non-profit and member oriented.

HBF managing director Rob Bransby said the group aimed to encourage people to be physically active.

Katrina Sykes, 39, who completed her first solo swim last year in 10 hours and raised \$12,500 for Kidney Health Australia, said she was looking forward to the February 25 event, which she would be doing with her two sisters.



All set: Rottneest Channel Swim competitors Katrina Sykes and John Guilfoyle at Cottesloe. Picture: Mogens Johansen