



## MEDIA RELEASE

### **'TOUR DE FORCE' – BREAKING THE CYCLE OF POVERTY**

New Zealand Aid and Development agency TEAR Fund is calling for Auckland businesses, schools, groups and clubs to exercise their social responsibility, enter *The Poverty Cycle Challenge* and raise funds for the world's most vulnerable and at-risk children. The Poverty Cycle Challenge is a road relay race that pits teams of five against each other to complete five laps of a 20km circuit. Endorsed by Triathlon NZ and Bike NZ, *The Poverty Cycle Challenge* aims to raise \$200,000 for the world's most vulnerable children both here and overseas.

Notable New Zealand businesses already on board include Ricoh and Unlimited Potential with many more lined up to participate in the 20km circuit this September. TEAR Fund now wants to extend this same opportunity to local businesses, schools, groups and clubs with all funds raised going towards the rescue and rehabilitation of children caught up in human trafficking in Nepal, mothers and babies in India and Ethiopia, and locally to at risk youth here in Auckland. The event will be happening on Saturday September 15<sup>th</sup> at the Tipapa Events Centre in Clevedon, Auckland and to enter all one needs is a team of five people who can ride a bike and fundraise.

Beth Harper, TEAR Fund Poverty Cycle Event Manager says, "The Poverty Cycle is a fantastic team building event for businesses and groups that will challenge, unite, and encourage people to get together for a great cause. With such a hugely positive impact on business culture as well as positive brand exposure, we encourage anyone who's interested in putting together a team to get in touch!"

Mike Pollok, Managing Director at Ricoh New Zealand says, "We're thrilled to be involved with TEAR Fund's Poverty Cycle Challenge. If your business is considering becoming involved with this event, we challenge you to get on your bike and come join us!"

For over 30 years TEAR Fund has been giving New Zealanders the opportunity to practically do something about poverty, hunger and injustice throughout the developing world. If you're up for the challenge and keen to exercise your social responsibility - visit [www.povertycycle.org.nz](http://www.povertycycle.org.nz) or call 0800 800777 for your free information pack.

### **ENDS**

For further information or images please contact:

Helen Manson  
027 433 4432  
09 620 3006

[Helen@tearfund.org.nz](mailto:Helen@tearfund.org.nz)

Beth Harper  
027 441 1759  
09 620 3017

[beth@tearfund.org.nz](mailto:beth@tearfund.org.nz)

#### **About Tear Fund**

TEAR Fund NZ is a Christian aid and development organisation that works in close partnership with local Christian non-government organisations and churches in Asia, Africa, Central and South America. TEAR Fund actively changes the lives of the poor and oppressed through disaster relief, community development and child sponsorship. In NZ since 1975, TEAR Fund is a registered New Zealand charity, member of the Council for International Development and the NZ Disaster Relief Forum. For more information on TEAR Fund go to [www.tearfund.org.nz](http://www.tearfund.org.nz)

#### **About The Break The Cycle of Poverty Campaign**

TEAR Fund's Break the Cycle of Poverty Campaign also includes a Chart your Own Challenge Element which will see New Zealanders nationwide set up their own fundraising page and choose their own challenge to partake in. In addition, TEAR Fund is encouraging New Zealanders to *Live Below the Line* on \$2.25 per day for all food and drink for one week during September 24-28<sup>th</sup>. For further details visit [www.tearfund.org.nz](http://www.tearfund.org.nz)