



MEDIA ALERT – FEB 5, 2009

ADAM GILCHRIST GETS 'WHEELS IN MOTION' FOR CHILDREN WITH DISABILITIES BY HITTING 25 SIXES AT THE 2009 IPL CRICKET

WHO: **Adam Gilchrist**, who is **Amway's 'Nutriway'** brand Ambassador will formally accept Nutriway's challenge to hit **25 Sixes at the 2009 IPL in India** which will contribute towards **25 new specifically modified bicycles for 25 children living with disabilities through the TAD Freedom Wheels program.**

FREEDOM WHEELS®, a joint initiative between TAD (Technical Aid to the Disabled) and Amway's One by One Foundation, is giving kids who are living with a disability the chance to ride a bike for the first time.

TAD healthcare and engineering staff assess each child at a bike clinic and write a specification for a bike that will meet their exact physical needs.

WHAT: **Amway (Nutriway)** will announce their pledge to contribute funds towards 25 technically modified bikes for 25 children living with a disability.

Adam Gilchrist will be accepting the challenge to hit up to 25 sixes during the 2009 IPL Cricket in India so a child with a disability will have the opportunity to receive a new Freedom Wheels bike.

Adam Gilchrist will assist in fitting some final components to a newly completed Freedom Wheels bike, then join three (3) young Freedom Wheels bike recipients (children) and their families for a fun short bike ride together.



WHERE: TAD, Freedom Wheels headquarters at: 10/185 Briens Road, Northmead NSW 2152.
http://maps.google.com/maps?f=q&source=s_q&hl=en&geocode=&q=185+Briens+Road,+Northmead+NSW+2152+AUSTRALIA&ll=-33.7983,150.982876&sspn=0.008274,0.013196&q=185+Briens+Road,+Northmead+NSW+2152+AUSTRALIA&ie=UTF8&ll=-33.797676,150.982447&spn=0.008274,0.013196&z=16&iwloc=addr
Complimentary transportation is available to interested media upon request.

WHEN: **Monday 9th Feb 2009**
10:15am - Media arrive
10:30am - Press Conference with Adam Gilchrist.

ADDITIONAL INTERVIEW/PHOTO OPPORTUNITIES:

Adam Gilchrist is available until 1:30pm for phone interviews on the day and again from 4 to 5pm.



MEDIA CONTACTS:

Sara Harper (0431 191 375) or Terry Whitaker (0405 100 796) at Notorious: 02 9280 2205
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Brian Levine or Ronia Bourke - Blinc International: 02 9460 0200 or M: 0410 661 469

"I'm delighted to know that every Six I hit in the IPL competition in India in 2009 means Nutriway helps provide a new 'Freedom Wheels' bike to a child. As a father of 3 kids, I know how important it is and the joy a bike means to a child. On behalf of Nutriway, it is an honour to be a part of this program and to know my efforts playing cricket in the IPL will have such a positive and significant impact on children's lives through the 'Freedom Wheels' charity"
- ADAM GILCHRIST.

"Learning to ride a bike is a common experience and one most taken for granted. But often we do not think of the boys and girls who can't ride a standard bike. Witnessing our client's reactions to getting their first bike is incredibly heart-warming. One of our recent clients, a 13 year old girl, was so excited to pick up her new bike that she wanted to ride it all the way home to Nowra. Through the generosity of Amway of Australia and the One by One Foundation, we are now able to supply modified bikes to many more children with disabilities across the country," - **JOY BARRETT, CEO TAD NSW FREEDOM WHEELS.**

"It is with great pride that Nutriway (one of Amway's key brands) along with our partnership with Adam Gilchrist - one of Australia's best and most respected Cricketers and sportspersons, have created this exciting challenge that will contribute directly to our ongoing commitment to Freedom Wheels for 2009 and enables us to contribute towards 25 new technically modified bikes for 25 children living with disabilities" - **ROD TAYLOR, HEAD OF MARKETING, AMWAY AUSTRALIA & NEW ZEALAND.**

About the NUTRIWAY Brand

NUTRIWAY is the world's leading brand of vitamin, mineral and dietary supplements (based on 2007 sales). The company is so committed to total quality control of its plant concentrates from seed to tablet, it is the **only global vitamin and mineral brand to grow, harvest, and process plants on their own certified organic farms.**** NUTRIWAY farms are located in California, Washington, Mexico, and Brazil. ** Research conducted in 2008 by Euromonitor Consultancy.

About Amway

Amway is one of the leaders in the US\$80 billion global direct-selling industry. Established in 1959 as a seller of household cleaners, Amway expanded and diversified over the years and today sees its sales led by NUTRIWAY food supplements, herbals and vitamins and Artistry™ skin care and cosmetics. Amway has helped millions of people lead better lives through consumer products, business opportunities and generous sharing through the One by One Campaign for Children.

About Amway's One by One Campaign for Children

Amway has a long history of sharing with the communities where they do business, both through volunteer efforts and charitable contributions. In 2003, Amway globally launched the One by One Campaign for Children to focus their philanthropic efforts on children and make a more sustainable impact on society. Through One by One, Amway, its employees and business owners support hundreds of non profit organizations in more than 50 countries working to address the full spectrum of children's needs. Amway is dedicated to offering children the resources they need to live, achieve, learn and play. For more information, visit www.amway.com.

