

# 'TAKE THE PLUNGE' FOR THE 46th ANNUAL AVON DESCENT

2018 Avon Descent Media Release | Avon Descent 4-5 August 2018

## **For Immediate Release:**

Entries are still open for the 46th Annual Avon Descent, the longest running multi-sport adventure event in Western Australia which pits both paddle and power craft in a thrilling and gruelling 124 km marathon race against the elements over two days from the Town of Northam to the City of Bayswater Finish Line at Riverside Gardens in Perth.

## **What's new for 2018?**

### **Short Course Events**

In 2018 the Avon Descent is providing even more opportunities to participate with Day 1 and Day 2 short course events over 30 km from Northam to Toodyay, a 52 km power challenge from Northam to Cobblers Pool, and on Day 2 the annual 15 km Avon Challenge and a new Avon Surf Challenge circuit race over 15 km at the Swan River finish line to entertain spectators as they wait for our 124 km competitors.

### **Mental Health ambassadors and zero2hero partnership**

In a truly exciting new initiative this year, we have partnered with zero2hero, a WA based mental health organisation that is working hard in the community and in schools and will partner with our own Avon Descent Heroes to educate and empower young persons to effectively deal with mental health issues. Our own mental health ambassador entrants Craig Whittome and Paul Hepworth are promoting positive mental health care through their active involvement in this exciting family and community based adventure event.

### **Youth ambassadors**

Our two youth ambassadors Luke Dooley and Kiera Albertsen are also advocating the benefits of being part of a challenging sporting event and they aim to inspire others in the community who may be looking to 'Take the Plunge' and compete in the Avon Descent.

### **SUP competitors**

2018 will also aim to see the first competitor to successfully complete the 124 km full course event on a stand up paddleboard. These SUP craft have been embraced by the International Canoe Federation in their own right and are a rapidly growing world-wide phenomenon sport.

### **Olympic competitors**

The Avon Descent will again see several Australian Olympians competing including Ramon Andersson and 2008 Olympic Gold medalist Ken Wallace.

### **New and improved Cobbler Pool Campsite, RaceHUB and Market Village**

Cobbler Pool Campsite, the finish line for Day One and start for Day Two, has also undergone a major redevelopment with a lively camp atmosphere, a new market village with local stalls, merchandise and food and drink vendors.

The RaceHUB will also be the one-stop location for details on the race for all competitors and support crew.

*More information, images or interviews?*

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#TakeThePlunge #AvonDescent2018

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