

MEDIA RELEASE



FACING EXTREME KOKODA TRAIL FOR BRAIN TUMOUR VICTIMS

18th February 2011: Seed of Thought Co founder, Alex Petrou, will team up with Kokoda Adventure Specialist, Dion Taylor, to complete the Kokoda trail for the first time ever to raise funds for three local girls with brain tumours in North Queensland.

Petrou and Taylor plan to take on the Ultimate Kokoda Challenge from April 1st - 4th, 2011. The Kokoda trail usually takes 7-10 days to complete, but to raise awareness for this cause, Alex and Dion plan to finish the Kokoda elite track in only 3 days. At such a pace the 96 km of punishing terrain with extreme climates and altitudes of up to 2200 metres will push the men to their absolute limits.

Seed of Thought Agency's Alex Petrou recently completed a 1700km walk in 30 days from Brisbane to Cairns, without a support crew in December 2010. This project was another challenge to promote social responsibility and most importantly educating and inspiring younger generations through the Seed of Thought agency.

"When our team sat down to discuss the project, I knew we could make a difference. Physically and mentally both Dion and myself are prepared – the focus now is on these three girls. The human spirit is an amazing thing, and I am certain that with community support, Evie, Saffron and Kim will win this battle and go on to inspire others around them," said Petrou.

Evie Shaw is just a kid to the rest of the world, but as locals of Port Douglas and Cairns will tell you "To know Evie is to Love Evie". Evie is an amazing spirit and an incredible 11 year-old that remains happy, positive and perceives the world in a different light despite the brain tumour.

Saffron Bryant is a delightful, positive and cheerful young woman. Saffron is a top biomedical student at James Cook University Townsville and hopes to start the honours program mid-year. With a strong ambition in life, Saffron wants to dedicate to research for cures for cancer and Multiple Sclerosis.

Kim Jenkins is a caring mother, wife, auntie and friend. Kim is described as a down to earth woman with a heart of gold. A mother of three, Kim has endured treatments that forced her to miss both her eldest daughters' first day of school and her youngest daughters' first day of kindergarten.

Dion Taylor is an accredited Sports and Development Fitness Trainer with over 13 years of experience in the health and fitness industry.

“The phone call from Alex gave me goosebumps. I knew immediately this journey was one that I wanted to be a part of. As a father, who's daughter recently had open heart surgery, I could immediately relate to these families”.

From now and until April 2011, Seed Of Thought Agency aims to rally the community of North Queensland together to raise vital funds for Evie, Saffron and Kim. These community events will include nightclub sponsorship “Clubbin’ for a cause” and school sponsorship “Casuals for a cause”.

For further details with how to donate, people can log on to <http://seedofthought.com/projects/kokoda> or attend the “Clubbin’ for a cause” Friday 4th March 2011 and Saturday 5th March 2011.

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