

MEDIA RELEASE

Issued: 4 February 2015

**DARLING HARBOUR'S MONTH OF LOVE CAMPAIGN KICKS OFF
WITH A STAR-STUDED 'RUNAWAY BRIDE' CHARITY RACE**

There will be veils and bridal dresses at 100 paces when Darling Harbour's spectacular Month of Love celebrations kick off in February with the Runaway Bride race.

On Saturday 7th February at 10am, more than 50 brides in their finery will race off in a 100m sprint in front of Harbourside all for a good cause – Ovarian Cancer Awareness Month.

Presented by the Sydney Harbour Foreshore Authority and sponsored by weddedwonderland.com – a huge online Australian success story and the must-go destination for all things bridal - the fun run is free to enter although patrons are asked to make a donation to Ovarian Cancer Australia.

Runaway Bride is the **first** of many activities and activations within the Month of Love schedule – with a host of free and ticketed activities for the seriously loved-up, as well as a prize pack on offer for the fastest runaway bride!

"A great way to launch Month of Love and I can't wait to see the contestants' creativity – Runaway Bride gives everyone an excuse to be a bride for the day," Authority CEO Catherine Gallagher said.

"Month of Love, in association with the Darling Harbour Alliance, was a huge success story for us last year and we expect that this year's activities will make it bigger and better.

"The Authority has for many years produced innovative and fun events and activations that the world talks about and Month of Love is certainly in that category," Ms Gallagher said.

Beginning at 10am, bride racers will gather at the start line outside the Harbourside Amphitheatre, with the beautiful backdrop of Pyrmont Bridge to make the 100m dash to Dockside Pavilion, managed by the Dockside Group, specialists in celebration and wedding venues

Wendy Daoud El-Khoury, founder of weddedwonderland.com said, "We're so excited to be supporting Darling Harbour's Month of Love and hosting Runaway Bride. We live for love here at Wedded Wonderland, and we couldn't think of a more fabulous way to raise funds for Ovarian Cancer Awareness Month than gathering ladies to run for love! It's a cause that's very close to our hearts, and with your support this Saturday we can help to make a difference".

Ovarian Cancer Australia Director Jo-Ann Hicks said the event was a great way to raise funds and awareness for the disease.

“Ovarian cancer has the lowest survival rate of any women’s cancer and recent research has shown only half of Australians know that the disease has symptoms,” she said.

“February is Ovarian Cancer Awareness Month and we’re encouraging our supporters to slip into a bridal frock, old or new, and get behind this great cause.

“Those who can’t be part of the event can head to www.ovariancancer.net.au to learn the symptoms of ovarian cancer and donate to our cause.”

ENDS:

KEY DETAILS -

WHAT: Runaway Bride charity race

WHEN: 10am - Saturday 7th February 2015

WHERE: Start at Harbourside Amphitheatre, finish along the Dockside Pavilion, applaud all the race goers before heading to The Hard Rock Café for post-race celebrations.

COST: \$5, all proceeds go to Ovarian Cancer Australia

Registration: weddedwonderland.com.au

Presented by: Wedded Wonderland

Charity Partner: Ovarian Cancer Australia www.ovariancancer.net.au