

Media Release

Triathlon for Healthy Babies

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Linda Hadfield of Wembley will be completing her first triathlon in the TriEvents SunSmart Women's Triathlon on Sunday 15th March, to raise funds for the Women and Infants Research Foundation's (WIRF) premature birth research.

Linda, who will be running, swimming and cycling for her two healthy children, Jesse (21 months) and Tessa (6 years), said "I feel lucky to have had two healthy, full term pregnancies, but I know that others are not so fortunate. The Foundation's premature birth research is so important for those people".

WIRF is working to discover what causes premature birth and how it can be prevented, through the combination of research with clinical care. The Foundation has recently launched the WA Preterm Birth Prevention Initiative (PTBPI), a state-wide program aimed at raising awareness and safely lowering the rate of preterm birth in WA. The Foundation is seeking community support to run the PTBPI and will benefit from funds raised at the Women's Triathlon.

WIRF's Executive Director, Professor John Newnham said "early birth is still the single major cause of death and disability in young children in our society, but we believe that a great deal of premature births can be prevented altogether".

"The PTBPI involves new clinical strategies, education programs for health care providers and the general public, and a new clinic which is being piloted at King Edward Memorial Hospital. The Initiative will be underpinned by on-going research to both improve the effectiveness of the clinical strategies and monitor the success of the program", said Professor Newnham.

Linda is encouraging other women and mothers to register for the triathlon and raise funds for WIRF. You can support Linda in her triathlon by visiting her My Cause page at www.myc ause.com.au/page/87619/womenstriathlonforwif "Completing the Triathlon is also a personal goal for me, and training for it is an excellent way to get fit", said Linda who is also participating in the Perth Integrated Health SunSmart Women's Triathlon Training Course. Participants can still sign up for the 8-week training program, consisting of 3 sessions per week (swimming, cycling and running) prior to the Triathlon.

To enter a team into the Women's Triathlon for WIRF, visit www.wirf.com.au/triathlon. Participants, who raise at least \$50 for WIRF by 27th February 2015, will receive a complimentary runner's pack including a WIRF running shirt (sponsored by Beyond Bank). The highest fundraiser will also win a day spa voucher.

More information on the PTBPI can be found at www.thewholeninemonths.com.au

Media contact: Sarah Cooper, 0416 228 722, sarah@wirf.com.au