



MEDIA RELEASE

Monday, 20 April 2009

BACK GILLY AT THE CRICKET: AMWAY

Local residents around Loganholme are being urged to back Adam Gilchrist during the Indian Premier League (IPL) cricket competition.

For every six Gilchrist hits at the IPL, Amway will fund a modified bike for a child with disabilities. If he hits 25 sixes, 25 bikes will be provided.

Gilchrist is Captain of the Deccan Chargers. Their first IPL game was on 19 April. Gilchrist is also Amway's Nutriway brand Ambassador.

"I encourage local residents to support Adam Gilchrist," Michial Coldwell, General Manager of Amway Australia, said today.

"For every six he hits, Amway will fund a bike for a child with disabilities. This is a fantastic initiative which gives the 'gift of wheels' to many children with disabilities."

The modified bikes allow children with disabilities to enjoy riding a bike, often for the first time in their lives.

"As a father of three kids, I know how much fun riding a bike can be for a child. Now, every six I hit means a smile on a child's face," Adam Gilchrist said.

Media contact: Kevin Lowe 0432 251 576

About Amway: Amway offers a range of high quality products to consumers through 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway is an \$US8.2 billion company and employs more than 13,000 people.