

**PRESS RELEASE July 2014**

**IRELAND'S EQUINOX CHARITY CYCLE:  
50 CYCLISTS CROSSING IRELAND IN ONE DAY  
to raise money for  
TEMPLE STREET CHILDREN'S HOSPITAL and HEADWAY  
Dublin – Youghal, 27<sup>th</sup> September 2014**

**On Saturday 27<sup>th</sup> September over 50 cyclists will cycle over 230km from Dublin to Youghal for the annual Equinox Charity Cycle, aiming to raise €20,000 for Temple Street Children's University Hospital and acquired brain injury charity Headway.**

Event organiser Ronan O'Neill says, "230km in one day is a huge challenge but we'll be ready for it! This is the fourth Equinox Cycle, and over the years we've raised over €50,000 for these brilliant charities, who do such amazing work. In 2014 we're aiming to raise €20,000 in just one year, and we're hoping individuals and businesses will help by sponsoring us to reach this target."

The cycle will begin at sunrise (7 am) at Clontarf in Dublin where the cyclists will dip their back wheels into the Irish Sea. At sunset twelve hours later they will dip their front wheels on the beaches in Youghal. The team will stop in Naas, Athy, Callan, Carrick-On-Siur and Dungarvan along the way.

Comedian and 2-wheel enthusiast **PJ Gallagher**, who is a long time supporter of the Cycle, says, "Having cycled to Kinvara Galway in 2013 with the Equinox Cycle, I can easily say it was the most enjoyable day out on the bike I have ever had - and in aid of two very deserving charities."

**Headway** helps to bring positive change in the lives of those affected by Acquired Brain Injury. It is estimated that Acquired Brain Injury affects up to 30,000 people in Ireland aged 16-65. **Temple Street Children's University Hospital** is the first port of call for tens of thousands of children every year suffering from every kind of illness and injury imaginable.

**Denise Fitzgerald, CEO Fundraising, Temple Street Children's University Hospital**, says, "We have been totally overwhelmed by the commitment of everyone involved in this unique cycle. They have been amazing supporters of our hospital for many years, raising vital funds for our little patients. Our kids face huge challenges and fight for their lives every day, therefore it is so fitting that this group take on such an enormous challenge on their behalf. The funds raised from the cycle

will help to purchase a vital piece of equipment – so thank you sincerely to all the participants for making a difference to the lives of sick children.”

**Kieran Loughran CEO of Headway** has this to say: “Ronan and Equinox co-founder **John O’Connell** are special guys and great leaders, and the people who partake in the cycle are fun-loving, committed and generous. People recovering from brain injury must display courage and commitment every waking day. I know great emphasis is placed on the safety and welfare of participants but please wear your helmet and mind your head! Funds generated will go directly to service delivery and donors or sponsors are more than welcome to visit our services”.

The Equinox Charity Cycle is sponsored by several companies including main sponsor, Dublin-based animation studio **Brown Bag Films**.

Previous participant and event ambassador, double gold medal winning London 2012 Paralympian **Mark Rohan**, says, "I took part in the Dublin to Sligo cycle in 2012 and loved every minute of it. It's been my most enjoyable sportive to date and I'm looking forward to this year's tour."

**TO SPONSOR AND FIND OUT MORE:**

To **donate**: <http://www.mycharity.ie/event/equinoxcycle2014>

To **sponsor as a business** – with opportunities including a logo placement on participants' jerseys contact: [equinoxcycle@gmail.com](mailto:equinoxcycle@gmail.com)

W: <http://www.equinoxcycle.com>

F: The-Equinox-Charity-Cycle

T: @equinox\_cycle

For more information on the charities please visit

<http://www.templestreet.ie> and <http://www.headway.ie>

**Sponsors:**

Brown Bag Films <http://www.brownbagfilms.com>

City Cycles <http://citycycles.ie>

Christophe's <http://www.christophescafe.com>

Lightvault <http://www.lightvault.ie>

Bonfire: The Brand Ignitors <http://www.bonfire.ie>

Whelehan Electric <http://www.whelehanelectric.com>

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