



March 28, 2008

Media Statement

**CAPE TO CAPE FOR SKIN CANCER**

While most spent their Easter weekend at family gatherings, Roly Egerton-Warburton hiked the Cape to Cape trail in Western Australia's South West to raise money for the Scott Kirkbride Melanoma Research Centre.

Setting off on the 134-kilometre trail last Thursday, the five day hike saw Mr Egerton-Warburton follow the coastal ridge from Cape Naturaliste in Dunsborough to Cape Leeuwin in Augusta, and arrive at the finishing line after the Easter weekend.

Mr Egerton-Warburton, Sales and Marketing Manager at Margaret-River winery Vasse Felix, was a school friend of Scott Kirkbride and said he hoped his efforts would inspire people to dig into their pockets and support the Centre's valuable work.

"I have always wanted to complete this hike and thought it would be a great opportunity to raise as much money as possible to support research into skin cancer," he said.

"It is startling how little knowledge we have of how to treat melanoma, which is an issue for all West Australians, as we live such an active, outdoorsy life, and are constantly exposed to the sun.

"Scotty Kirkbride was a great bloke whose passion for life and laughter was matched by his love for golf, mates and family. For melanoma to strike such an active and passionate guy just shows that it can happen to any one of us."

The Scott Kirkbride Melanoma Research Centre, based at the Western Australian Institute for Medical Research (WAIMR) in Nedlands, was established in March 2005 in memory of Scott Kirkbride, a young Mt Claremont golfer who died from melanoma at the age of 27.

The Centre's founder and Scott's mother Yvonne Kirkbride urged all West Australians to support Mr Egerton-Warburton's efforts.

"Roly has sacrificed his Easter break to do something proactive and positive in the fight against melanoma and I think West Australians admire this spirit of adventure and will generously support his efforts," she said.

Donations to the centre can be made on [www.skmrc.org.au/support.html](http://www.skmrc.org.au/support.html) (please use the code 'Cape to Cape') or by phoning Richard Solomon at the SKMRC on (08) 9224 0324. Receipts will be sent out for all donations over \$2.00.

Mr Egerton-Warburton will further support the centre by attending its annual fundraising luncheon at Subiaco Oval on Friday 9 May, which will feature special guests including Perth's own extreme sportsman Todd Mason.

To reserve your place or table at the luncheon, please call (08) 9224 0333.

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