

## WHEN COLOUR COLLIDES FOR A CAUSE!

**OneWave's** famous Fluro Fridays is taking on a tropical twist this week, in anticipation of **The Color Run presented by Sportsgirl** which is coming to Sydney this Sunday 21 August.

The weekly Bondi session will embrace the Tropicolor theme this week, with participants engulfed in The Color Run's signature environmentally-friendly coloured powder – the ultimate joy explosion.

The Color Run is the world's largest event series on the planet and is excited to be joining forces with One Wave to help drive awareness for mental health and give people a positive outlet.

One Wave is a non-profit surf community that tackles mental health issues with a simple recipe of salt water therapy, surfing and fluro.

OneWave Founder **Grant Trebilco** was diagnosed with bipolar three years ago and as a result strived to create a community that supports one another and reduces social stigmas around mental health issues.

Fluro Fridays provides a place where people can comfortably talk about something that is experienced by approximately 450 million people worldwide (World Health Organisation 2001).

Starting in Bondi, the famous Friday sessions are now held at more than 100 beaches globally and its recipe of colourful clothing, catching waves and chatting with mates continues to attract interest from communities far and wide.

The Color Run's National General Manager, **Luke Hannan** is passionate about encouraging people to celebrate the little things that make your day great – even if it's running 5k for the first time or doing something outside of your comfort zone.

"The Color Run is a vehicle for inspiration and the synergies with One Wave are profound," says Hannan. "Both The Color Run and One Wave have a single primary objective - making people happy via the power of colour and getting outdoors. Together we make a very happy and healthy community!"

**Date: Friday 19 August**

**Time: 6:30am – 8.30am**

**Location: Bondi Beach – South Bondi Beach Ramp**

**Contact: Zoe Walsh (0407 438 726)**

This special edition of Fluro Friday is the prelude to The Color Run Sydney held this Sunday 21 August at Centennial Park from 9.00am. The One Wave crew will be amongst the 20,000 Sydney locals doing the run, decked out in plenty of colour and equipped with their surfboards!

**For media enquiries, please contact Bastion Effect:**

Zoe Walsh  
Charlotte Lonergan

zoe@bastioneffect.com  
charlotte@bastioneffect.com

0407 438 726  
0429 047 080

