

# ***Ride to the Other Side***



***Rotary's epic mower ride around Australia.***



A Rotary Club of Armadale project.

# A very big idea for a very small vehicle.



**Broome–Perth 2018**  
1,900km approx

**Darwin–Broome 2017**  
1,900km approx

**Townsville–Darwin 2016**  
2,500km approx

**Sydney–Townsville 2015**  
2,300km approx

**Kalgoorlie–Adelaide 2013**  
2,188km

**Perth–Kalgoorlie 2012**  
661km

**Adelaide–Sydney 2014**  
2,300km approx

The Rotary Club of Armadale in Western Australia is always looking for fundraising adventures beyond the average sausage sizzle or golf day.

The idea for *Ride to the Other Side* was born while Craig Alford – Rotary District 9465 Assistant Governor – was touring Hustler's US mower plant. (He sells the machines at his Armadale business.)

Riding a mower around Australia was certainly a novel way to draw attention to some important causes and raise some money – the goal was \$1 million. But it was a pretty serious undertaking.

It was clear the adventure would need to be attempted in stages, and it was decided to make the first a reasonably

short one to give the machinery and the crew a try-out. So, in March 2012, the *Ride* set off from Armadale in Perth's eastern suburbs to Kalgoorlie.

That 661km journey was a huge success. Not only did it turn a dedicated group of volunteers into a crack team, it also raised about \$65,000 for Australian Rotary Health's Mental Illness Research, and for mobility charity *Wheels For Hope*.

Each year, we're helping out a different set of charity organisations, because when we say we're riding to get to 'the other side', we're not just talking about geography.

We're riding this lawn mower to help people get to where the grass is greener.

# Reaching out to the community along the way.

Like Rotary itself, *Ride to the Other Side* is ultimately about community – people giving their time and resources to help others in need. As such, the team makes sure that at every opportunity along this epic journey the local communities are engaged, introduced to the *Ride's* goals and invited to play their part.



*Ride to the Other Side* is well prepared to provide interviews and information for all media. The aim is to maximise awareness of the project and the important charities it's benefiting, and the help of local media organisations is vital.



One of the *Ride's* greatest assets has proved to be the Hustler Super Z mower. Its 1000cc Kawasaki engine and 37 horsepower not only allow it to cut grass very well, but to do some more unusual things. For instance, it made quite an impression 'burning rubber' at the Perth Motorplex drag strip (see above). On the six-day drive from Perth to Kalgoorlie the mower ran for 28 hours and 15 minutes, averaging 23.4km/h over the 661km journey.

Our thanks go to committed *Ride* sponsor Powerup LawnCare Products (PLP) for providing our very hardworking Hustler Super Z mower.



For each annual leg of the *Ride to the Other Side* the Rotary Club of Armadale selects some worthy organisations to be the recipients of the *Ride's* proceeds. The goal is to make a significant impact across a range of community needs over the six years of the project's life.



The *Ride* is a fun event for community groups of all kinds to get behind. Children, in particular, are excited when Craig and his mower roll into town.

To make the *Ride* an attractive prospect for corporate donors, the substantial motorcade offers a variety of opportunities for national brand exposure.



# Come on board for the ride of a lifetime.



## Can you help us *Ride to the Other Side*?

Your involvement could be as simple as contributing a donation. Any amount will make a difference. You can donate in person when the mower arrives in your town, or online via our website.

A tradition established during the first leg of the trip offers a ride on the Hustler mower to anyone donating \$500 or more along the way.

The *Ride* is also seeking large and small sponsors to come on board and keep our epic journey on the road.

Your sponsorship could be in cash, or in kind if you feel you have a product or service that could be useful to us.

Packages of acknowledgement and exposure can be negotiated according to the level of sponsorship, but opportunities exist in marketing materials, on the motorcade vehicles, on presentation displays, and elsewhere.

*Ride to the Other Side* is a highly newsworthy event offering national brand exposure. Hop aboard.



[www.ridetothetheotherside.org.au](http://www.ridetothetheotherside.org.au)

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**Supported by**

**Armadale Mower World**

