



**Media Release  
For Immediate Release**

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**From Adora Downs to The Hunter Valley, this years EB Cross Country Adventure Ride dubbed, Villains and Vineyards, will have it all.**

**DEBRA Australia in conjunction with Overlanders Motorcycle Adventures is hosting a very unique cross-country trek, kicking-off from Adora Downs Queensland on 14<sup>th</sup> March, 2014.**

This ride will see a dedicated group of riders from all over the country taking on some of Australia's most scenic terrain in support of DEBRA Australia, an organisation helping people and families living with EB (Epidermolysis Bullosa).

The ride will kick off on Friday, 14<sup>th</sup> March and will end in the Hunter Valley region on Saturday, 22<sup>nd</sup> March. The riders and crew are set to visit townships such as Tenterfield, Glen Innes, Dorrigo, Port Macquarie and Cessnock.

With nights slept under the stars, plenty of good old fashioned camp oven meals, and all the thrills and spills expected on this adventure of a lifetime, the DEBRA family is looking forward to a successful fundraising activity for 2014.

Fundraising events are planned for many of the stops along the ride, giving locals the chance to meet the riders, hear their stories from the road, and learn more about DEBRA Australia.

While the riders will face plenty of challenges along the 2500km journey, they head out in a spirit of adventure, determined to generate awareness and raise money to support those living with the debilitating disease, EB.

EB is a debilitating disease likened to living with third degree burns with severe sufferers battling constantly blistered skin and peeling at the slightest touch. Children suffering from EB often develop blistering on their internal organs and oesophagus, preventing them from eating and talking, and tragically, those with severe cases are not expected to live past five to six years old.

DEBRA Australia Chairman, John Bacon, who joins the ride again this year, said, "By getting around to some of Australia's regional areas, we hope to be able to bring about a broader understanding of EB, and the challenges faced by those affected."

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For more information on the 2014 EB Cross Country Adventure Ride or DEBRA Australia please visit the DEBRA website [www.debra.org.au](http://www.debra.org.au).

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**For media enquiries please contact Samantha Drake on 0422 635 706**

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**DEBRA** is a global organisation who work to generate awareness of EB and to influence local policy makers to create better services and support for those living with EB in our communities. On a local level, people are encouraged to provide support to families suffering from this rare disease and help raise money to fund research into a cure.