

20 April 2009

Go the extra step with ME Bank at the 2009 Mother's Day Classic

About 70,000 Australians are expected to walk or run in the 2009 Mother's Day Classic, on Sunday 10 May, to raise money for breast cancer research.

To mark Members Equity Bank's (ME Bank) fifth year of major sponsorship, ME Bank is inviting event participants in Melbourne to go the extra step. The "extra step" involves registering for a free pedometer on the ME Bank website before the event and then using the pedometer to count the steps it takes to complete the 4km or 8km walk or run. ME Bank will reward participants with 1cent for every two steps, to a maximum of \$50, and the participant chooses where the money goes:

Participants can:

- Donate their earnings to the National Breast Cancer Foundation;
- Credit their earnings to an ME Online Savings Account in their name;
- Donate a proportion to the National Breast Cancer Foundation and credit their ME Online Savings Account.

Paul Kelly, National Advertising and Sponsorship Manager said the promotion was a great way to give something back to the community as well as reinforce ME Bank's product and service offering.

"ME Bank launched this campaign in Melbourne in 2008 and donated almost \$30,000 to the National Breast Cancer Foundation on behalf of campaign participants.

"The sponsorship enables ME Bank to interact with event participants, with many of our staff volunteering across different areas of the event.

"We are pleased to be offering participants the chance to take part in the campaign again, and have increased the amount of free pedometers in response to the high amount of interest we received last year. We look forward to making another donation to such a worthy charity."

To take part in ME Bank's Go the Extra Step with ME campaign, follow these simple steps:

Register to receive your free pedometer

Visit www.membersequitybank.com.au/extrastep before 24 April 2009. You will need your six digit participant registration number to enter.

Count your steps with your pedometer

Collect your pedometer from the ME Bank marquee. Ensure the pedometer reads 0 steps at the start line.

Register your steps

After the event visit www.membersequitybank.com.au/extrastep to claim your reward and direct where the money goes.

ME Bank has been the major sponsor of the Mothers Day Classic since 2005.

For more information contact:

Megan Jones
Public Affairs Manager
(03) 9605 6334