



Media Release

Thursday 26th September 2013

**HEALTH HERO STEVE ANDREWS RECOGNISED
ON PERTH RESIDENTIAL WHITE PAGES® COVER**

Steve Andrews, a Claremont resident who founded the Black Dog Ride, a motorcycle challenge that has raised more than \$1 million to support mental health and suicide prevention, has been selected to appear on the cover of this year's Perth Residential White Pages® Book.

Steve has been selected for the cover under the 2013/14 theme Keeping Our Communities Healthy, which recognises the selfless Australians who go above and beyond to improve the quality of life for locals in their area.

An avid motorcycle rider, Steve's personal mission to raise awareness about depression and prevent suicide has become a national movement motivating thousands across Australia to join in.

In 2009, after the suicide of a friend suffering depression, Steve set out on a 15,000 kilometre solo motorbike journey around Australia to raise awareness of the illness. Taking 26 days and connecting with numerous Lions Clubs, Steve raised funds for the Suicide Call Back Service, which provides free telephone and online counselling.

Since the success of that first Black Dog Ride, Steve has inspired thousands of motorbike riders to join him for two more rides – Ride to the Red Centre, where riders meet in Alice Springs, and his National 1 Day Ride. In four years, these rides have raised more than \$1 million to support mental health and suicide prevention.

"Never in my wildest dreams would I have guessed so many people would embrace my crazy idea of riding thousands of kilometres to start the conversation about depression. To be recognised on the cover of the phone book for my life's passion is an honour and I hope it continues to raise awareness about mental health and depression," Steve said.

Each year, Sensis®, the publisher of the White Pages®, recognises the efforts of local people in their communities by celebrating their achievements on the cover of its books.

White Pages® Product Manager Sarah Simpson said this year's theme, Keeping Our Communities Healthy, celebrates people committed to improving the health of Australian communities.

"Health is an issue that affects us all and at the centre of good health are the selfless men and women who devote their time to improving others' quality of life," she said.

"We are delighted to recognise Steve's efforts keeping their community healthy. He is someone who is making a positive impact on health and wellbeing across Australia."

Following feedback from the community, this year's Perth White Pages® books will be produced in a new ideal size, with the original larger font, less columns and easy to use size.

“As the content of White Pages® has evolved over the years, so too has been the way we communicate this information to you. We've listened to your feedback and continued to evolve the book into a new ideal size, with the original larger font, less columns and an easy-to-use size,” said Ms Simpson.

This year's Perth White Pages® Residential Book will be available to residents who order a copy. Residents can opt-in to receive a book three ways; by calling 1800 008 292, by visiting www.directoryselect.com.au or by collecting a copy from their local Australia Post outlet.

Residents and businesses can choose not to receive a copy of the White Pages® by calling Sensis® on 1800 008 292 or visiting www.directoryselect.com.au.

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