



FOR IMMEDIATE RELEASE - TUESDAY 6th MARCH 2018

RIDERS ROUNDING UP THE BLACK DOG

Registrations are open for Black Dog Ride's iconic annual suicide prevention ride, the 1 Dayer, to be held on Sunday 18th March, with legs in over 40 locations nationwide.

Since 2010, Black Dog Ride's 1 Dayer has brought together Black Dog Riders for an enjoyable and meaningful day, uniting like-minded people for a vital mission: raising awareness of depression and suicide prevention.

8 Australians take their lives every single day, which is one life lost to depression every three hours, and an estimated 180 people attempting suicide each day. Black Dog Riders uniting together under one banner with one voice aims to provide hope to communities and encourage Australians living with depression to seek assistance.

Black Dog Ride's CEO David Peach says, "We believe that fostering awareness of depression in communities is the best catalyst for preventing the tragedy of suicide. Thousands of Black Dog Riders hitting the highways across the nation on Sunday 18th March will drag the black dog out of the shadows and kick-start community conversations around mental illness."

Mr Peach also highlights the fact that over 80% of Black Dog Ride's participants have lived experience battling the black dog or caring for someone who does, "People with lived experience leading their community on a Black Dog Ride and sharing their stories is empowering and shines a beacon of hope which highlights that mental illness can be managed successfully."

Motorcycle enthusiasts are encouraged to join the ride to show their support for this national initiative. Riders are asked to register on the website blackdogride.com.au as 7,000 motorcycle riders are expected to participate nationally.

Indian Motorcycle has generously donated an Indian Scout Bobber motorcycle valued at \$19,995 for the 1 Dayer Raffle, into which every rider registered online before midnight AEDT 9th March will be automatically entered into. The raffle will be drawn at Black Dog Ride's Melbourne 1 Dayer on Sunday March 18th 2018 and the winner notified by telephone.

For more information about Black Dog Ride's 1 Dayer contact: CEO David Peach:
m: 0491 212 481 or e: ceo@blackdogride.com.au or view the website: blackdogride.com.au

-END OF RELEASE-



KEY MESSAGING

Black Dog Ride 1 Dayer 2018

Date of Activity: Sunday 18th March 2018

Location: Australia Wide

Depression and Suicide:

- Suicide is the leading cause of death in Australians under the age of 45
- 8 Australians take their lives every single day
- It is estimated that there is a suicide attempt every 10 minutes in Australia
- 80% of all suicides in Australia are by men, but the number of women suiciding is climbing
- 1 in 5 Australians will experience mental illness every year
- Mental illness is the leading cause of disability in Australia
- Depressive disorders are the most common identifiable risk factor for suicide

Black Dog Ride 1 Dayer 2018:

- Black Dog Ride was established in 2009 by WA businessman Steve Andrews who rode his motorcycle solo around Australia in 26 days to raise awareness of depression
- Black Dog Ride was incorporated as a national mental health charity in 2014
- Since April 2010, Black Dog Ride has organised annual one day long motorcycle rides in communities across Australia to raise awareness of depression and suicide prevention
- The 1 Dayer will occur on Sunday 18th March 2018 in over 40 regions across Australia
- The number of participants in the 1 Dayer in 2018 is expected to exceed more than 7,000
- Participants will carry the Black Dog Ride Mascot 'Winston' on their bikes – a soft toy black dog named after Sir Winston Churchill, who famously diarised about being hounded by the 'black dog of depression'
- Black Dog Ride encourages people experiencing mental illness to reach out for support to friends and seek assistance from medical practitioners.

Indian Motorcycle:

- Indian Motorcycle proudly supports Black Dog Ride's mission to raise awareness of depression and suicide prevention
- Indian Motorcycle have donated an Indian Scout Bobber valued at \$19,995 to Black Dog Ride, which is being offered in an early registration incentive raffle
- The raffle closes midnight AEDT 9th March and is drawn in Melbourne on Sunday 18th March

-END OF KEY MESSAGING-