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# Press Release

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## **BLUE FITNESS PROUDLY SPONSORS MENTAL HEALTH AWARENESS RIDE**

Blue Fitness Ltd is proud to announce the backing of Detective Senior Sergeant Dave Glossop for the 'Ride out of the Blue', a charitable bike ride from Bluff to Cape Reinga, approximately 2,500 Kilometres!

Director Ben Davies met with Mr Glossop to present him with a cheque for \$1000 along with Spinning® clothing; and Blue Fitness and Star Trac accessories. Ben commented, "With such a challenging bike ride ahead of him, we felt we had to assist Dave as much as possible. Mental health is as important as physical health, as a Spinning Master Instructor I know as well as anyone the benefits exercise and cycling can have and think this is an excellent way to raise awareness of depression and other Mental illnesses in New Zealand."





The ride was organised by Alison Blyth, and she is joined by Dave and at least 3 other riders. It departs from the Southern tip of New Zealand on 5<sup>th</sup> March 2011, and will arrive in Cape Reinga on Thursday 31<sup>st</sup> Mach.

Dave Says: "Being a police officer can be swings and roundabouts, and obviously we need to be fit and healthy in order to function at the best of our abilities. Cycling is so similar to life: Even at the most testing times, as long as you keep turning the pedals you get to where you're going, and it's always easier to keep your balance if you're going forward."

Dave had 4 homicide cases in progress and worked 116 hours in the last week. He says, "Without cycling and the fitness it gives me, there would be no way I could handle that workload and stress"

Ben Davies and other members of the Blue Fitness team will accompany him during the Auckland stages of the journey, as well as promoting the cause during the many other Blue Fitness sponsored events over the coming months.

To sponsor the riders go to [www.rideoutoftheblue.co.nz](http://www.rideoutoftheblue.co.nz), and follow the riders on their journey via the [facebook page](#); which will have all the latest updates and news.

#### ***About Blue Fitness***

Blue Fitness was established in 2002 and is the exclusive Australasian supplier for Star Trac, Hoist, Woodway and Purmotion to name a few. The focus on highest quality service alongside world leading products and innovation has founded a solid reputation that ensures Blue Fitness is the top choice for commercial fitness equipment. Blue Fitness and sister company Blue Finance additionally offers a complete solution in supporting the Fitness Industry, from finance and software solutions to education and training on both sides of the Tasman. The wider Blue Leisure Group is unique in its approach to unparalleled service provision to all tiers within Australasian Fitness and Leisure.