



HERBALIFE®

Nutrition for a better life.



News Release

For immediate release

Cyclists have ridden into the New Year to raise thousands for children's foundations

Sydney, Australia, 15 January 2015 — Seventeen cyclists have tackled extreme weather conditions including 35 degree temperatures and strong headwinds to complete the 850km Herbalife Family Foundation (HFF) bike ride, raising thousands for Australian children in need (over \$45,000 to date). The cyclists arrived in Adelaide on Thursday.

Supported by global nutrition company Herbalife, the cyclists overcame a range of personal challenges in order to complete the 40-hour ride from Torquay to Adelaide, from winning personal weight-loss battles to recovering from a major spinal injury. The riders covered 850kms of exposed terrain in the extreme summer heat, making three pit stops in Victoria - Mortlake, Casterton and Strathalbyn - and two in South Australia - Kingston and Meningie - before crossing the finish line with relief in Adelaide on 8 January.

The event organiser Kevin Beale believed the ride's many successes far outweighed these difficulties. "It was an extremely tough six-day ride that demanded optimum levels of fitness. This was challenging for many of the riders who have been cycling for less than one year. Everyone gave it their absolute best and their efforts will help change the lives of children in tough circumstances, such as homelessness. They have raised awareness of the Herbalife Family Foundation and the great work it does for families in need," says Kevin.

Kevin initiated the inaugural ride in 2013, following a strong passion for helping others and a newly discovered love for cycling. Together with his small team of 5 in 2013 he raised \$30,000 for the HFF's Casa Herbalife Programs, which helped fund The Infants Home in Sydney and Melbourne's Lighthouse Foundation. This year, Kevin was thrilled to see 17 cyclists and 13 support members participate in the ride.

Herbalife provided all participants with registration packs and products to keep them fuelled throughout the ride. This included products from the Herbalife24 performance nutrition line, which was launched in Australia over the weekend. Rod Taylor, general manager Herbalife Australia and New Zealand, says, "While most Australians were spending their first week of the New Year celebrating with friends and family, these cyclists pushed their limits for 6 days to selflessly fundraise and create awareness of the Herbalife Family Foundation. Many of these cyclists experienced challenges with their health, however they are living proof that by changing a few simple lifestyle habits and making a more conscious effort to improve your health and nutrition you can turn your life around and change the lives of others around you."

Donations will be accepted for the ride until 31 January 2015. Donations can be made at <https://giving.cafaustralia.org.au/hff>. Donations over \$2.00 are tax deductible.



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About Herbalife Ltd.

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy, sports and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and excess weight by offering high-quality products, one-on-one coaching with a Herbalife Member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife Program to help bring good nutrition to children in need. We also sponsor more than 250 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 7,400 employees worldwide, and reported net sales of \$4.8 billion in 2013.

To learn more visit herbalife.com

About Herbalife Family Foundation

Herbalife Family Foundation (HFF) is a 501c(3), non-profit corporation dedicated to improving children's lives by helping organisations provide healthy nutrition to vulnerable children. HFF supports more than 100 Casa Herbalife programs globally and serves the daily nutritional needs of more than 120,000 children around the world through annual grants to NGOs and charities that cater to vulnerable children. Additionally, HFF often supports relief efforts in response to natural disasters. For more information, visit www.herbalifefamilyfoundation.org.

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