

Media Release

PAYCE BACKS CRONULLA SHARK ISLAND SWIM UNDER A 5 YEAR SPONSORSHIP PLAN

19th March 2015, Cronulla Beach, Sydney:

Leading Australian property company and corporate sponsor, PAYCE has once again thrown its support behind the Cronulla Surf Life Saving Club's biggest fundraiser of the year under a long-term sponsorship deal.

With the 2015 PAYCE Cronulla Shark Island Swim and the PAYCE Cronulla Beach Fun Swim events fast approaching on the last Sunday in March, many participants have been taking advantage of the warm weather and good ocean conditions to get in some warm-up training swims.

Most weekends have seen groups of swimmers tackling the course in the lead up to Sunday 29 March.

One of the Shark Island Swim's keenest competitors is 64 year-old Paul Croft, a four times Paralympian with a love of many sports. As an arm amputee, Paul first competed in the 1984 Los Angeles Games and then in the 1988 Paralympics at Seoul where he was team captain and carried the Australian flag at the opening ceremony. He also competed at the 1992 Barcelona Paralympics and the 2000 Paralympic Games in Sydney.

Despite three knee reconstructions and a serious push bike accident in recent years, Paul is fit and looking forward to this year's Shark Island Swim.

"Last year was such a great day, with perfect weather and the water was so clean you could see the bottom and schools of fish," he said.

"I love Cronulla Beach and have been swimming there for longer than I like to remember, but the Cronulla Surf Club fundraiser day is one special day I look forward to.

"Nothing beats the swim around Shark Island and the final run up the beach, egged on by your mates and the crowd, before you complete the day with a fish and chips meal," Mr Croft said.

Paul has been preparing with two kilometre swims in the local pool, but hopes to fit in a training swim to Shark Island and back with some mates before taking on the field on race day.

"I won't be at the pointy end of the field, but I can proudly say I have never failed to finish a race in my sporting career, despite hitting the pain barrier a number of times," he said.

The main event, the PAYCE Shark Island Swim is held over the 2.3 kilometre course and the winner in both the male and female categories gets to take home \$1000 in prize money.

The PAYCE Cronulla Beach Fun Swim of one kilometre is also expected to attract a big field.

PAYCE General Manager, Dominic Sullivan said the swims are open to young and old and all abilities.

“I had the honour of flagging off the fun beach swim last year and it was fantastic to see the camaraderie and enjoyment that people displayed,” he said.

“The club, its officials and the band of volunteers are to be congratulated for putting on a great day and a well-organised event.

“I’ll be there again this year and hoping to see a great turnout of families and friends to help make it a fun day.”

PAYCE Managing Director, Brian Boyd said his company was pleased to support such an important fundraiser for the surf club.

“PAYCE came on board as the major naming sponsor last year as part of a five year sponsorship agreement and we couldn’t be more pleased with the success of the two events and the level of participation,” he said.

“It’s no secret that the Shire loves its sports and its beaches. The fact that over 700 swimmers turned out last year to compete across the two events is testimony to their popularity.

“PAYCE proudly supports a number of community and charity events in the Shire and the swim day at Cronulla Beach is another way we can show our support for the local community and the Cronulla Surf Life Saving Club,” Brian Boyd said.

Other PAYCE sponsorships in the Shire include the annual Sutherland2Surf Fun Run & Walk, Carols by Candlelight in Kareela, the Kirrawee shops Christmas fairy lights and the Live Life Get Active health program at Sylvania.

PAYCE is currently planning a landmark urban renewal project on the site of the former brick pit at Kirrawee, which will see the degraded area transformed into a \$350 million complex, combining residential apartments, retail and commercial businesses and 9,000 square metres of public parkland.

To register for the swims, entrants can go online at www.sharkislandswim.com.au up to midnight 27 March or enter on the day between 8.00am-9.00am. The PAYCE Cronulla Beach Swim starts at 9.30am and the PAYCE Cronulla Shark Island Swim at 10.30am.

For more information go to www.sharkislandswim.com.au.

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