



Ethical Strategies
Public Relations Counsel

Triumph for Breath
The Australian Lung Foundation

Media Coverage

12 October 2009



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Channel 10 (Perth)
Ten News (Weekend) - 11/10/2009 - 05:09 PM

Duration: 1:53

Circulation: 66,403

A vintage car enthusiast and his daughter have set off from Perth on the Triumph for Breath for the Lung Foundation journey across the Nullarbor in a 1930 Triumph Super 7. The pair hope to raise awareness of a chronic lung condition. They will end their journey in Armidale, NSW.

Interviewees: Alison Evans, Daughter; Jack Evans, Car enthusiast; John Manley, Son of George Manley; William Darbshire, Australian Lung Foundation



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The West Australian

12 October 2009

Circulation: 199,707

Jack, 76, starts historic drive

Jack Evans, 76, set out in a car four years older than himself yesterday to recreate an historic drive across Australia for charity.

Mr Evans, from Armidale, NSW, aims to cover the 4000km from Perth to his home town to raise funds for the Australian Lung Foundation.

His Triumph for Breath marathon is in a 1929 Triumph Super Seven — the same model George Manley and Percival Armstrong drove across the country 80 years ago.

A former cabinetmaker, Mr Evans, who rebuilt the car for the attempt, lost his wife Gill to chronic obstructive pulmonary disease three years ago.

He set out from Whiteman Park and expects to arrive home at the end of this month.

His target is to raise \$12,000.



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Adelaide Advertiser

12 October 2009

Circulation 187,908

HISTORIC DRIVE

Lung fundraiser

JACK Evans, aged 76, has set out in a car four years older than himself to recreate an historic drive across Australia for charity.

Mr Evans, from Armidale in NSW, aims to cover the 4000km from Perth to his home town to raise funds for the Australian Lung Foundation.

His "Triumph for Breath" marathon is in a 1929 Triumph Super Seven. A former cabinet maker, Mr Evans lost his wife Gill to chronic obstructive pulmonary disease three years ago.



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The Northern Daily Leader (Tamworth)

12 October 2009

Circulation: 7,652

Epic drive in Triumph for awareness

JACK Evans, aged 76, has set out in a car just six years younger than himself to recreate an historic drive across Australia ... for charity.

Mr Evans, from Armidale, aims to cover the 4000km from Perth to his home town to raise funds for the Australian Lung Foundation.

His Triumph for Breath marathon is in a 1929 Triumph Super Seven – the same model that George Manley and Percival Armstrong used when they drove across the country 80 years ago.

A former cabinetmaker, Mr Evans lost his wife, Gill, to chronic obstructive pulmonary disease three years ago.

COPD is the umbrella term given to long-term lung conditions which include chronic bronchitis and emphy-

sema. Mr Evans, who rebuilt the car for the attempt, says he wants to raise awareness of the illness and raise \$12,000.

“After years of planning, I’m very excited at the thought of finally embarking on this journey,” he said.

“The key message I would like to highlight is that smoking kills.”

To reach the start line in Perth, Mr Evans drove the Triumph from Armidale to Adelaide before putting it on a train to WA.

He set out from the Perth suburb of Whiteman Park yesterday and was seen off by George Manley’s son.

Mr Evans expects to arrive in Armidale at the end of the month.



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Daily Liberal (Dubbo)
12 October 2009

Circulation: 5,276

Senior citizen's drive for charity

Jack Evans, 76, has set out in a car just four years older than himself to recreate an historic drive across Australia for charity.

Mr Evans, from Armidale, aims to cover the 4000km from Perth to his home town to raise funds for the Australian Lung Foundation.

His "Triumph for Breath" marathon is in a 1929 Triumph Super Seven - the same model George Manley and Percival Armstrong used when they drove across the country 80 years ago.

Mr Evans lost his wife Gill to Chronic Obstructive Pulmonary Disease three years ago and wants to raise \$12,000 for research.



West Australian
10 October 2009

Circulation 199,707

Small car, big challenge



IDLE TORQUE

ALEX FORREST

Like small people, small cars are often seen to do mighty things.

However, unlike the Napoleons and Tom Cruises of this world, little cars seem to get away with their over-achieving antics without being obnoxious about it.

Take the original Mini and Fiat 500, the Austin Healey Sprite Mark 1 and even the Austin 7.

All these were successful in either sales or competition, or both, and all enjoy enduring appeal.

But the two people mentioned above are in a less successful class when it comes to popularity stakes.

Another small car that has a history of punching above its weight is the 1929 Triumph Super 7 — a car that was introduced to compete with the Austin 7.

In 1929, two men decided that their new Triumph Super 7 was much more than just the “nice little town car” that the advertising of the day proclaimed it to be.

So much more, that in 1929 Percy Armstrong and George Manley drove their tiny Super 7 all the way from Perth to Sydney.

That the trip only took eight and a half days is even more of an achievement — particularly with the marginal infrastructure between here and Sydney 80 years ago.

Tomorrow, 76-year-old Jack Evans, of Armidale in NSW, will embark on a similar trip in his own 1929 Triumph Super 7. He will be joined by his daughter, Alison.

As well as the historic commemoration aspect of the

journey, Evans is planning to use the trip to boost awareness of chronic obstructive pulmonary disease (COPD) and raise funds for the Australian Lung Foundation.

COPD is the umbrella term given to a long-term lung condition that includes chronic bronchitis and emphysema.

A former cabinet-maker, Evans has spent the past three years restoring his Triumph. He is hoping his campaign, called Triumph for Breath, will raise \$12,000 (or \$3 per kilometre) for the Australian Lung Foundation.

To get it to Perth, Evans drove the Triumph from Armidale to Adelaide, where the car continued its journey west by train.



Proud owner: Jack Evans and his 1929 Triumph Super 7, which he is planning to drive from WA to NSW



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The Epoch Times

10 October 2009

<http://www.theepochtimes.com/n2/content/view/23702/>

76 Year Old Recreates Historic Journey in Aid of Lung Disease

AAP

SYDNEY—Jack Evans, aged 76, has set out in a car just four years older than himself to recreate an historic drive across Australia ... for charity.

Mr Evans, from Armidale in NSW, aims to cover the 4,000km from Perth to his home town to raise funds for the Australian Lung Foundation.

His "Triumph for Breath" marathon is in a 1929 Triumph Super Seven - the same model that George Manley and Percival Armstrong used when they drove across the country 80 years ago.

A former cabinet maker, Mr Evans lost his wife Gill to Chronic Obstructive Pulmonary Disease (COPD) three years ago.

COPD is the umbrella term given to a long-term lung condition that includes chronic bronchitis and emphysema.

Mr Evans, who rebuilt the car for the attempt, says wants raise awareness of the illness and raise \$12,000.

"After years of planning, I'm very excited at the thought of finally embarking on this journey," he said.

"The key message I would like to highlight is that smoking kills."

To reach the start line in Perth, Mr Evans drove the Triumph from Armidale to Adelaide before putting it on a train to WA.

He set out from the Perth suburb of Whiteman Park on Sunday and was seen off by George Manley's son.

Mr Evans expects to arrive in Armidale at the end of October.



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Classic Car Magazine
October 2009

TRIUMPH OVER KILLER DISEASE



THREE YEARS AGO, Jack Evans lost his wife to chronic obstructive pulmonary disease (COPD). Now he

plans to fight back – with a 4000km fundraising road trip.

Gill Evans battled against COPD for 16 years before succumbing to the lung disease in 2006. Now her husband, 77-year-old Jack from Armidale in NSW, plans to turn tragedy into triumph – by driving a 1930 Triumph Super Seven from Perth to Sydney.

Jack is an avid car restorer and he believes taking his Triumph across Australia will help raise awareness about COPD and also raise money for the Australian Lung Foundation. Dubbed 'Triumph for Breath', the drive will retrace Armstrong and Manley's famous journey from Sydney to Perth 80 years ago.

Leaving September 30, Jack and his daughter Alison will stop in towns along the way to talk about COPD, which is a blanket term for diseases such as chronic bronchitis and emphysema. Planned stops include Kalgoorlie, Ceduna, Port Augusta and Broken Hill before finishing up in Tamworth mid-October.

To learn more about the trip or make a donation to help Jack's cause, see the Lung Foundation website at www.lungfoundation.com.au.





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Shannons Insurance

28 August 2009

<http://www.shannons.com.au/news?id=S86C02D0EW2M0K7K>

76 year old Jack Evans has turned his passion for restoring vintage motor cars into a national awareness and fund raising campaign for a deadly lung condition that affects two million Australians¹ as he travels from Perth to Armidale in a Triumph Super Seven of the same age.

In memory of his late wife Gill, who passed away in 2006 after battling Chronic Obstructive Pulmonary Disease (COPD) for 16 years, Jack Evans, from Armidale in NSW, and his daughter Alison will raise awareness of COPD throughout October as they retrace Armstrong and Manley's 1929 4,000km journey across the Nullarbor from Perth to Sydney in their brand new Triumph.

On the 80th anniversary of the historic journey, Jack and his daughter will stop at many towns along the way to increase awareness about COPD and raise much needed funds to assist the ongoing support services provided by The Australian Lung Foundation.

A former cabinet-maker by trade Jack has spent the last three years restoring his Triumph - which now includes distinctive 'Triumph for Breath' signage.

"I'm thrilled to have finally finished restoring this beautiful car which has been in my shed gathering dust for the last 35 years. As well as commemorating Armstrong and Manley's journey I am looking forward to getting on the road and doing my bit to raise awareness of COPD and much needed funds for The Australian Lung Foundation," said Jack Evans.

"I hope to raise \$12,000 on my trip, that's \$3.00 a km, as well as highlight the long-term damage smoking can cause," he said.

COPD is the umbrella term given to a long-term lung condition that includes chronic bronchitis and emphysema. COPD causes breathlessness which worsens over time until simple daily activities such as showering or making a cup of tea become almost impossible.

Alarmingly, as many as three out of four Australians with COPD are unaware they have the disease and are therefore not taking important steps to manage the condition.²

COPD is the seventh leading cause of death in Australia³ and the second leading cause of avoidable Australian hospital admissions,⁴ accounting for more than 50,000 admissions each year.⁵

Anyone who has been a smoker, or is a smoker and suffers from some shortness of breath and/or a productive cough, should see their GP and take a simple lung function test. While COPD is incurable, there are treatments available that can help people reduce their symptoms, improve their quality of life and stay out of hospital.

Jack will drive the Triumph Super Seven from Armidale to Adelaide where the car will continue its journey to Perth via Motor rail on The Indian Pacific. Jack will meet his daughter Alison in Perth, who is flying in from Bermuda especially for the trip, where the 'Triumph for Breath' journey will depart Perth on 11 October and travel through Kalgoorlie, Ceduna, Port Augusta, Broken Hill and Tamworth before arriving home in Armidale at the end of October.

To follow Jack's journey or provide a donation visit www.lungfoundation.com.au.

The Australian Lung Foundation is able to provide advice, support and assistance to those with COPD around the country. Patients and their carers can call the Lung Foundation's Information and Support Centre on 1800 654 301.

NB - In 1929 Percival Armstrong and George Manley drove from Perth across the Nullarbor to Sydney in just eight and a half days in a Triumph Super Seven. This epic journey by Armstrong and Manley was to prove that the Triumph was more than just "a nice little town car".

For further information please contact Mairead McLaughlin at Ethical Strategies on 02 8904 7340 or 0405 951 572.

References:

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2. Frith P. Prevalence and Treatment of Chronic Obstructive Pulmonary Disease (COPD) in Australia. Australian Lung Foundation, November 2004.
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4. Page A, Abrose S, Glover J et al. Atlas of Avoidable Hospitalisations in Australia: ambulatory care-sensitive conditions. Adelaide PHIDU, University of Adelaide, 2007.
5. Australia's Health 2008, Australian Institute of Health and Welfare. p205. (<http://www.aihw.gov.au/publications/aus/ah08/ah08.pdf>)



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Going the distance in "Triumph for Breath"
28 August 2009

76 year old Jack Evans has turned his passion for restoring vintage motor cars into a national awareness and fund raising campaign for a deadly lung condition that affects two million Australians¹ as he travels from Perth to Armidale in a Triumph Super Seven of the same age.

In memory of his late wife Gill, who passed away in 2006 after battling Chronic Obstructive Pulmonary Disease (COPD) for 16 years, Jack Evans, from Armidale in NSW, and his daughter Alison will raise awareness of COPD throughout October as they retrace Armstrong and Manley's 1929 4,000km journey across the Nullarbor from Perth to Sydney in their brand new Triumph.

On the 80th anniversary of the historic journey, Jack and his daughter will stop at many towns along the way to increase awareness about COPD and raise much needed funds to assist the ongoing support services provided by The Australian Lung Foundation.

A former cabinet-maker by trade Jack has spent the last three years restoring his Triumph - which now includes distinctive Triumph for Breath signage.

"I'm thrilled to have finally finished restoring this beautiful car which has been in my shed gathering dust for the last 35 years. As well as commemorating Armstrong and Manley's journey I am looking forward to getting on the road and doing my bit to raise awareness of COPD and much needed funds for The Australian Lung Foundation," said Jack Evans.

"I hope to raise \$12,000 on my trip, that's \$3.00 a km, as well as highlight the long-term damage smoking can cause," he said.

COPD is the umbrella term given to a long-term lung condition that includes chronic bronchitis and emphysema. COPD causes breathlessness which worsens over time until simple daily activities such as showering or making a cup of tea become almost impossible.

Alarming, as many as three out of four Australians with COPD are unaware they have the disease and are therefore not taking important steps to manage the condition.²

COPD is the seventh leading cause of death in Australia³ and the second leading cause of avoidable Australian hospital admissions,⁴ accounting for more than 50,000 admissions each year.⁵

Anyone who has been a smoker, or is a smoker and suffers from some shortness of breath and/or a productive cough, should see their GP and take a simple lung function test. While COPD is incurable

TRUMPHE FOR BREATH

Jack Evans and his daughter Alison will retrace Armstrong and Manley's 1929 4,000km journey across the Nullarbor.

SEARCH FOR A CAR CLUB
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LOOKING FOR A MARQUE?
CLICK HERE TO MARQUE



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50 Something Extra – National Seniors

October-November 2009

Jack's journey across the Nullarbor

Seventy-six year old Jack Evans has turned his passion for restoring vintage motor cars into a national awareness and fundraising campaign for a deadly lung condition that affects two million Australians.

In October, Jack, from Armidale in NSW, will travel with his daughter Alison in a Triumph Super Seven of the same age. In memory of his late wife Gill, who passed away in 2006 after battling Chronic Obstructive Pulmonary Disease (COPD) for 16 years, Jack will travel 4000km across the Nullarbor from Perth to New South Wales in the restored Triumph.

Jack and his daughter will stop at many towns along the way to increase awareness about COPD and raise much needed funds to assist the ongoing support services provided by The Australian Lung Foundation.

A former cabinetmaker by trade, Jack has spent the last three years restoring his Triumph – which now includes distinctive 'Triumph for Breath' signage.

"I'm thrilled to have finally finished restoring this beautiful car which has been in my shed gathering dust for the last 35 years," he said.

"As well as commemorating Percival Armstrong and George Manley's 1929 journey, I am looking forward to getting on the road and doing my bit to raise awareness of COPD and much needed funds for The Australian Lung Foundation.

"I hope to raise \$12,000 on my trip, that's \$3 a kilometre, as well as highlight the long term damage smoking can cause," he said.

Jack will travel through Kalgoorlie, Ceduna, Port Augusta, Broken Hill and Tamworth before arriving home in Armidale in mid-October.

COPD is the umbrella term given to a long-term lung condition that includes chronic bronchitis and emphysema.

COPD causes breathlessness which worsens over time until simple daily activities such as showering or making a cup of tea become almost impossible.

Alarmingly, as many as three out of four Australians with COPD are unaware they have



Jack Evans with his Triumph Super Seven.

the disease and are therefore not taking important steps to manage the condition. COPD is the seventh leading cause of death in Australia and the second leading cause of avoidable Australian hospital admissions, accounting for more than 50,000 admissions each year.

Anyone who has been a smoker, or is a smoker and suffers from some shortness of breath and/or a productive cough, should see their GP and take a simple lung function test.

While COPD is incurable, there are treatments available that can help people reduce their symptoms, improve their quality of life and stay out of hospital.

The Australian Lung Foundation is able to provide advice, support and assistance to those with COPD around the country.

Patients and their carers can call the Lung Foundation's Information and Support Centre on 1800 654 301.

To follow Jack's journey or to make a donation, visit www.lungfoundation.com.au.