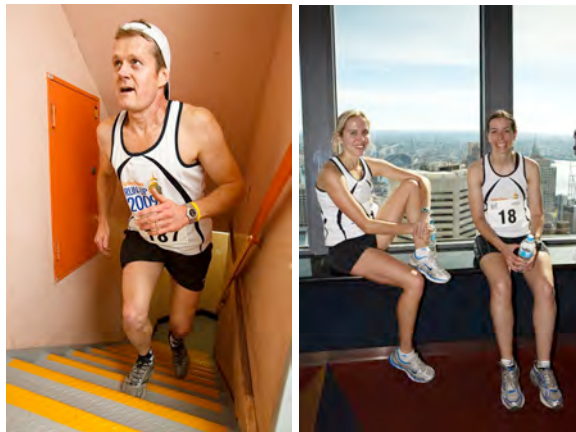




**Media Release  
June 2010**

## **Register Now For The *Triple M Sydney Tower Run-Up***



Registrations are now open for Australia's ultimate annual stair climb event, the *Triple M Sydney Tower Run-Up*.

Taking place on Friday 23<sup>rd</sup> July 2010, competitors race from Pitt Street Mall up the 1,504 stairs to the Observation Deck of Sydney Tower to compete for a total prize pool of over \$25,000.

Challenge your work mates, your friends and yourself and register now. It isn't as hard as it sounds, in fact the average stair climber in 2009 reached the summit in less than 15 minutes.

Cameron Coughlin, from CC Life Personal Training says "Stair running is a great way to work-out, especially for the gluteus maximus (butt) and quadriceps (quads), it's low-impact and weight carrying because you're lifting your own bodyweight every time you climb a stair."

Once you sign up make sure you visit the training section of the website [www.sydneytowerrunup.com.au](http://www.sydneytowerrunup.com.au) for a comprehensive four-week training program compiled by Cameron and filled with training tips to ensure you're in tip-top shape to get to the top!

Proceeds from the *Triple M Sydney Tower Run-Up* are donated to Surf Life Saving, helping to make Australia's 35,000 km of coastlines safer by preventing drownings and saving lives.

Natalie Harrison, Surf Life Saving NSW Marketing Manager, said: "We are really excited to be partnering with the *Triple M Sydney Tower Run-Up*, and have a number of members already signed up".

So instead of taking the lift tomorrow morning, take the stairs and start training for the *Triple M Sydney Tower Run-Up*.

Visit [www.sydneytowerrunup.com.au](http://www.sydneytowerrunup.com.au) for more information or to register

-ENDS-



For more information or to request high resolution images please contact:  
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