



**MEDIA RELEASE**  
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**STAFFORD CITY TO SPONSOR THE BROOK RUN SUNDAY 27 JULY 2014**

Following the success of the inaugural Stafford City Brook Run in 2013, Stafford City Shopping Centre has enthusiastically recommitted as the naming sponsor for the 2014 event set for Sunday 27 July.

This commercial sponsorship, along with community support is pivotal to the success of The Brook Run, which raises essential funds for local sports clubs that are affiliated with the Brisbane Inner North Sporting Community (BINSC), the Incorporated Association that exists to drive future development and growth in a range of sports in its local area.

‘The Stafford City Brook Run is an invigorating event that brings our community together. We are pleased to support BINSC’s efforts to generate funds that benefit local sporting clubs,’ said Jessica Davis, Stafford City Shopping Centre Marketing Manager.

Further to attracting over 700 participants in 2013, the Stafford City Brook Run Team will again present a professional course with optional distances for a range of athletic abilities and ages, including a 7km event for athletes and a 2km event for children.

‘It is fantastic to have Stafford City Shopping Centre recommit as naming rights sponsor for 2014 Brook Run,’ stated David McKellar, President of BINSC. He said, ‘Stafford City is where many of our community meet and interact, while accessing retail, entertainment and service businesses. In a unifying way, Stafford City brings together people from all areas along the Brook and the inner north Brisbane suburbs. The community, including the nine sporting clubs we represent, is privileged to have Stafford City Shopping Centre as the major sponsor for 2014.’

In 2013, the Stafford City Brook Run also generated funds for its charity recipient AEIOU Foundation - one of Australia’s largest not-for-profit dedicated to providing high quality, early intervention for children with autism.

‘The Stafford City Brook Run is a great, active, family day and all participants will be making a difference to children with autism in the community,’ said Alan Smith, CEO of the Autism Foundation.

The 2014 Brook Run, held along the picturesque Kedron Brook, promises once again to cater for runners, joggers, walkers, dog-walkers and pram-pushers. Information about online registration, categories and event details will be announced in coming weeks through this publication and the Brook Run media.

**[www.thebrookrun.com.au](http://www.thebrookrun.com.au) - [@TheBrookRun](https://www.facebook.com/pages/The-Brook-Run)**

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