
RoadCraft Brotherhood – Ride for your life.

RoadCraft are proud to partner the Brotherhood – ride for your life. This is an initiative passionately brought to life by Rick Martin of Cornerstone Group. The aim is to educate and encourage New Zealand men to have annual check-ups, including screening for prostate cancer starting now and every year on their birthday from thereon.

Every year too many Kiwi men's lives are claimed by medical conditions and diseases that could have been diagnosed and treated effectively had they been caught earlier. Many of them could be saved. And that's why, in November this year, Rick is going to go for the ride of his life – and possibly yours. With the support of RoadCraft Rick will cycle the length of New Zealand from Bluff to Cape Reinga.

Gray Borrell from RoadCraft says the ride is a great initiative and highlights health issues often neglected by men. "The RoadCraft Brotherhood ride is a superb way of getting guys to change the way they look at their own health and empowers them to take positive action"

The aim of the ride is to get 10,000 people to download the Male WOF checklist from www.brotherhood.org.nz.

Rick makes it clear that his objectives aren't to raise money to spend on research. "I want to say at the end of it that we got 10,000 guys to go and get checked. It's not about the bike ride. It's about you saying to your friends, I am going to get checked, and you need to go too because I don't want to go to the funeral of any of my friends."

If you'd like to support the RoadCraft Brotherhood – ride for your life Rick encourages everyone to join the ride at any stage. See the website for more details.

For further information, please contact:

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RoadCraft manufacture and distribute NZ made Overland Camping Vehicles (OCV's) to the domestic leisure market.

Outdoor junkies choose RoadCraft – people who are serious about getting out there and doing it. They want the best – the drive, the gear, the place. The RoadCraft Base Jumper offers a revolution in design and functionality. Getting in the zone has never been this exhilarating – until RoadCraft.