

## **PRESS RELEASE - The Head to Head Challenge**

**Sunday 30 March – Friday 4 April 2008**

The IASE Trail Blazers (Irish Association of Supported Employment) are embarking on the great Malin to Mizen Cycle Challenge.

This 5 day challenge to cycle 444 miles from Malin Head, Co Donegal - the most northerly point of Ireland - to Mizen Head, Co Cork - the most southerly point of Ireland - commences Sunday March 30.

The 7 strong cyclists led by Belmullet based businessman Eamon Padden will be in the saddle for up to 8 hours every day travelling across difficult terrain and through towns on this taxing route. Other cyclists will be joining the 7 Trail Blazers on route.

The **Head to Head Challenge** is the brainchild of IASE in an effort to raise the awareness of supported employment for people with disabilities throughout Ireland. National Chairperson Greg Barry commented on how delighted he is to see so much commitment from the cyclists for this tough challenge which will also help raise awareness of the national Job Shadow Initiative taking place on April 23. It has been organised by IASE a national registered charity based in Belmullet that aims to promote Supported Employment for people with disabilities throughout Ireland.

Support welcome on route.

### **Route:**

Sunday March 30 – Departing Malin Head, Co Donegal

Monday March 31 – Departing Donegal Town

Tuesday April 1 – Departing Claremorris, Co Mayo

Arranged stop over – Ennis, Co Clare

Wednesday April 2 – Departing Limerick

Thursday April 3 – Departing Kenmare, Co Kerry finish up at Mizen Head, Co Cork

*\*All dates are weather permitting*

### **Start Times:**

Day 1 – Start time 9am – All other days 7.30am

## **Background Information:**

**About IASE** - IASE (Irish Association of Supported Employment) is a registered Charity and not for profit organization established in 1994 with the aim of promoting best practice in Supported Employment throughout Ireland.

**The IASE Job Shadow Initiative** - a national project designed to bring together people with disabilities and local employers in the spirit of collaboration to enable job seekers explore the world of work. The initiative gives people with disabilities the unique opportunity to shadow a workplace mentor as he or she goes through a normal working day. It is envisaged that through exposure to a work setting, job seekers with disabilities throughout Ireland will learn more about job requirements and employers expectations. They will also gain an awareness of the skills and education required to compete, develop and succeed in the workplace. Employers will gain an increased appreciation of the talent represented by job seekers with disabilities and a better understanding of how workers with disabilities can help them meet their staffing needs. The IASE Job Shadow Initiative will take place throughout Ireland on April 23.