

Media Release

17 November 2014



Big Boys supporting little boys in a charity car show

The first Sunday in December will see revheads and car enthusiasts flock from all around Victoria to Essendon Fields to take part in the inaugural Big Boys Toys Car Show which is set to be a spectacular event, with proceeds supporting a much needed cause - Muscular Dystrophy (MD).

“This is truly an event which will turn even the most hardened car buffs into boys - like kids on Christmas morning with so many shiny toys to admire and explore,” said MDA Executive Director, Boris M Struk.

The event being held on 7 December 2014 is hosted by Muscular Dystrophy Australia and supported by Middy’s - Electrical & Data Supplies Wholesaler, with all proceeds going to support care, programs and research for the Muscular Dystrophy community.

MD is a progressive muscle-wasting disorder which affects 1 in 1,000 people. The most common yet severe form is Duchenne MD which mainly affects young boys who are diagnosed by the age of three and usually reliant on a wheelchair by their early teens with a life expectancy of only two to three decades.

“There is definitely a conscious synergy between hosting a male-oriented car show event to raise much needed funds for a condition which mainly affects the male population,” said Mr Struk.

“Many of our members are true petrol-heads and love nothing more than hearing the roar of a muscle car to get their heart pumping and blood flowing,” said Mr Struk.

This is a family-friendly event with over 1,000 showbags being given away on the day, a special performance by Hall’s Taekwondo studio and a sausage sizzle; as well as fantastic music and entertainment all day long. There will also be a special guest appearance by the Essendon Football Club’s mascot Skeeta.

Some of the more notable cars expected to be on display are a police Sherriff’s car, an old time fire engine and even the Batmobile!

“We would love to see everyone visit the car show to have a thrilling day of chrome, horsepower and muscle cars, all in aid of helping fight this muscle-destroying disorder,” said Mr Struk.

Photo opportunity:

A pre-event photo opportunity is available to photograph a small selection of cars at Essendon Fields with the MDA Executive Director, Boris M Struk.

To arrange a photo opportunity or interview with Muscular Dystrophy Australia Executive Director, Boris M Struk, please contact:

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