

# Marathon effort



**CHARITY CHALLENGE:**  
David Rice and Mark Pearce,  
of Kellermeister Wines.

By **ELIZABETH HENSON**

THEY may run it. They may walk it. They may even stagger it.

But no matter how Mark Pearce and David Rice complete their first ever half-marathon, it will be for a good cause.

Mark and David, of Kellermeister Wines, will complete a 21-kilometre trek on March 25 to raise money for the Little Heroes Foundation, formerly the McGuinness-McDermott Foundation.

And just to add to the challenge, the Barossa residents will be doing their jog in Jerusalem, Israel.

It will be the first time a marathon has been held in the Holy City and Mark and David will be the only Australians competing in the inaugural event.

"This initiative is a great opportunity to raise money for a wonderful cause and get our loyal followers involved," Mark said.

David encourages people to get involved by donating to their campaign.

"I think the work that Little Heroes do is very

important work - helping out kids with serious illness and cancer," he said.

"It's something that, as parents, Mark and I both relate to, and we'd hate to see our children go through a similar thing so it's an ongoing cause and I think it's a cause that will resonate with a lot of people."

Kellermeister Wines will also launch a fundraising wine in Jerusalem on the day of the marathon. Five dollars from every bottle of "The Pilgrimage" sold will go to the Little Heroes Foundation.

Mark said Kellermeister plans to complete a run coinciding with the release of a fundraising wine each year, with proceeds going to various charities.

"The goal is to get our customers involved and join us next year somewhere closer to home whether it's in Melbourne or whether it's the Barossa half marathon," he said.

The Pilgrimage will be available at Kellermeister Wines in Lyndoch. Donations towards Mark and David's marathon effort can be made online at [www.kellermeister.com.au](http://www.kellermeister.com.au).

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