Craig Alford, from Armadale Mower World, is a man on a mission to make a difference. In March of this year, he rode all the way from

Perth to Kalgoorlie on a Hustler lawn mower, to raise funds for Rotary Club projects. Along the way to Kalgoorlie, Craig made a number

of stops at schools and men’s sheds, where he participated in more fundraising events, including some delicious sausage sizzles. He was

even able to distribute a few new basketballs to school students. Craig was fortunate enough to have Fremantle Dockers player Aaron

Sandilands promote the ride but due to Football commitments was not able to join him on the road.

Craig had long been on the look-out for a fundraising event with a difference, and first got the inspiration to ride a lawn mower around

the state whilst at a Hustler museum in America. Despite initial accusations of being mad, Craig’s proposal was eventually organised

and supported by the Rotary Club.

The 2012 “Ride for a Reason” was considered a great success by all, especially for its first time. According to Craig, following the sale

of the mower he rode on, he will have raised somewhere about $65,000 to $70,000, which will go towards research for mental illness.

Having known many people from his own hometown who committed suicide due to mental issues, Craig considers this cause to be an

especially important one.

Craig is already planning ahead for next year’s “Ride to the Other Side”, a mower trip which will take him from Kalgoorlie to Adelaide,

a distance of about 2188 kilometres. Since the trip will be conducted over about 2 weeks, Craig will be riding about 150 kilometres per

day. While the Ride is still being organised, it is hoped that Craig will be joined on his trip next year by V8 Ute superstar Craig Dontas.

Looking even further into the future, Craig has a 7 year plan which involves riding his mower all around Australia, and fundraising to

reach his goal of $1 million. He said “It’s a great thing to be in a position to make a real difference to people’s lives”. The Valley Reporter

wishes him all the very best in his exciting and unique endeavours.

*Elise Kelly.*