

For Immediate Release

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RIDE FOR YOUR LIFE™



Event Dates:

August 18, 2007- October 6, 2007- 50 Days

Event Mission:

The Ride For Your Life™ 2007 will engage community members of all ages and abilities to raise funds for cancer research, awareness, and physical activity promotion programs. Ride For Your Life™ 2007 has partnered with the Lance Armstrong Foundation to increase awareness of physical activity as a modality to prevent the onset of certain types of cancer.

This national event will link community schools, businesses, hospitals and individuals to create a sustainable health promotion program that will provide fun and healthy alternative to bad habits, including smoking and physical inactivity. Several credible scientific sources have drawn correlations between smoking with lung cancer and overweight with colorectal and prostate cancer (Garfinkel, Ann Intern Med: Dec, 1985, NHANES I, Peto, Nature: May, 2001). Physical inactivity and smoking are behaviors that begin in childhood and track into adulthood (Kelder, Am Journ of Pub Health: July 1994). Preventive practices must be conducted early to address weight management and smoking in our youth today.

Event Description:

Ride For Your Life™ 2007 is a pioneering event that will consist of 50 consecutive individual bike rides in each of the 50 United States. The rides will be 100 miles in length (“century rides”) each taking approximately 6-8 hours to complete. A total of 5,000 miles will be completed at the end of the event. All 50 rides will be open to all ability levels and all ages, and individuals can complete a portion or the entire ride.

This event will educate Americans about cancer and show that survivorship goes beyond just the cancer patient. Each rider in each event will be responsible for raising his/her own funds through sponsors and/or individual contributions. A registration fee of \$100 and suggested donation rate of \$1 per mile will be asked of each rider. People not involved in riding with The Ride For Your Life™ can also make donations to the Lance Armstrong Foundation.

The Ride For Your Life™ 2007 will raise awareness about health promotion while inviting individuals and families to be active for the 6-8 hours of the ride. We are seeking to raise at least \$100,000 and donating funds to the Lance Armstrong Foundation.

For More Information:

Healthy Altitudes
Gary Gianetti M.S., CPT
PO Box 883016
Steamboat Springs CO, 80488
GaryG@HealthyAltitudes.com
860-933-0524
www.healthyaltitudes.com