



FOR IMMEDIATE RELEASE
November 17, 2010

MEDIA CONTACT
Eric Bjorling | 920.478.2191, x12016
eric_bjorling@trekbikes.com



5TH ANNUAL TREK WOMEN BREAST CANCER AWARENESS RIDE RAISES \$130,000

OVER 4,700 INDIVIDUALS AND 87 TREK RETAILERS FROM ACROSS NORTH AMERICA COMBINE FORCES TO BENEFIT THE BREAST CANCER RESEARCH FOUNDATION

(Waterloo, WI) - The 5th Annual Trek Women Breast Cancer Awareness Ride on October 9th brought more than 4,700 women and men from all walks of life together along with 87 Trek Retailers from across North America to raise funds and awareness for the Breast Cancer Research Foundation. Entry fees and donations solicited by participating riders combined to raise over \$130,000 this year, by far the most in the BCAR's 5-year history.

"We are thrilled by the phenomenal response from riders and Trek Retailers at the 2010 BCAR," said Trek Women Brand Manager Leslie Previs. "It's inspiring to see the level of enthusiasm, courage and strength these women and men display. Trek Women is proud to be involved with such a worthy cause."

To commemorate the day, each rider received a special gift bag from Trek Women and their local Trek Retailer. Top fundraising Trek Retailers included Syracuse Bicycles of Syracuse, New York, who raised more than \$8,000 and attracted 282 participants, and The Sports Den of Marshfield, Wisconsin, who raised more than \$16,000. Photos from these BCAR events and others are posted in the Trek Women Breast Cancer Awareness Ride Photo Gallery at www.facebook.com/trekwomen.

Since its inception in 2006, the Trek Women Breast Cancer Awareness Ride has raised more than \$364,000 for the Breast Cancer Research Foundation. Their mission is to achieve prevention and a cure for breast cancer by providing critical funding for innovative clinical and translational research at leading medical centers worldwide, while increasing public awareness about good breast health. In 2010, 88 cents of every dollar donated to the Breast Cancer Research Foundation went to research and awareness programs.

The 2010 Breast Cancer Awareness Ride is sponsored by Trek Women, Bontrager, JBL, Sherpani, Trek Travel, and Trek Retailers. The 2011 BCAR is tentatively planned for October of next year.

Trek Women is a community of riders who engage with the Trek brand through the Trek Women Web site, www.trebikes.com/trekwomen, and the Trek Women Facebook page, www.facebook.com/trekwomen.

Trek Bicycles are sold exclusively through Authorized Trek Retailers. To find the Trek Retailer nearest you, visit www.trebikes.com.

trekwomen  BREAST CANCER AWARENESS RIDE

/ ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit www.trebikes.com.