



FOR IMMEDIATE RELEASE
August 5, 2011

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TREK WOMEN SPONSORS 6TH ANNUAL NATIONWIDE BREAST CANCER AWARENESS RIDE ON OCTOBER 8th

ALL REGISTRATION FEES GO TOWARD \$150,000 GOAL TO BENEFIT THE BREAST CANCER RESEARCH FOUNDATION

(Waterloo, WI) – On October 8th, the Trek Women Breast Cancer Awareness Ride will host its 6th annual event to raise awareness and funds for the Breast Cancer Research Foundation. With one in eight women in the US developing breast cancer in her lifetime, most Americans have a close friend or family member who has been affected by the disease. Women and men around the US come together at this event to participate in casual rides hosted by local Trek Bicycle retailers. Registration fees directly contribute to the fundraising goals of the event, which generated over \$130,000 in 2010 with more than 4700 cyclists participating nationwide.

The event features family-friendly 10 and 20-mile rides, making the Breast Cancer Awareness Ride the perfect event for bringing a community together around fundraising, awareness, and prevention. A true community event, the Trek Women Breast Cancer Awareness Ride is also supported by brands like Bontrager, Rayovac, JBL, Saris and Polar. Every participant receives a commemorative gift bag courtesy of Trek Women and the hosting store. Most retailers host parties either before or after the ride. One lucky person will win a new [Trek Women's Specific Design](#) bike in a nationwide sweepstakes. Photos from last year are on the [Trek Women Facebook Page](#). A list of participating retailers and more event details can be found at www.trebikes.com/us/en/community/rides/breast_cancer_awareness_ride.

"The Breast Cancer Awareness Ride is the perfect opportunity for Trek Women to join people in local communities in support of breast cancer research, treatment, and prevention," said Trek Corporate Events Manager Sherie Nelson. "This event is a fun opportunity for family and friends to come together and show their support for the millions who are touched by breast cancer every year. It's also a great way to help the Breast Cancer Research Foundation raise funds and awareness."

Since it began in 2006, the Trek Women Breast Cancer Awareness Ride has raised over \$363,000 for the Breast Cancer Research Foundation. The mission of the foundation is to achieve prevention and a cure for breast cancer in our lifetime by providing critical funding for innovative clinical and translational research at leading medical centers worldwide, and increasing public awareness about good breast health. In 2010, 88 cents of every dollar donated went to research and awareness programs.



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SHERIE NELSON

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.