



*Media Release, for Immediate Circulation*

## **Levi Leipheimer's King Ridge GranFondo Expands Beneficiary Contributions for 2010 and Creates New Competitive Grant Program for Cycling Infrastructure and Education.**

**Continuing to build on the charitable momentum of the 2009 GranFondo, Levi Leipheimer incorporates new charities, expands existing contributions, and creates new programs to advance cycling in California and beyond.**

SANTA ROSA (AUGUST 9, 2010) — Much has been made of the quick growth of Levi Leipheimer's King Ridge GranFondo from an untested, 3,500-person ride in Leipheimer's home turf of Sonoma County to this year's romp around the county with 6,000 participants, many from outside of California and the United States. What is even more relevant to this event is the expanded commitment to charities that benefit from the GranFondo. In 2010, participants can expect to see their registration and fundraising proceeds to go not only to the charitable efforts from 2009, but also to a host of new and exciting beneficiaries and cycling programs.

In 2009, the GranFondo was the single largest donor to the Keep The Tour Campaign in Santa Rosa, providing for the return of the Tour of California to the streets of Santa Rosa. The event also raised over \$26,000 for Forget Me Not Farm, a working farm pairing abused animals with local at-risk children to care for them. The Lance Armstrong Foundation received a \$10,000 donation from the GranFondo for their ongoing funding of cancer research. These organizations greatly benefit the respective areas they serve and the GranFondo will continue to support their good work in 2010. Additionally, the GranFondo will increase contributions to schools and fire departments in rural communities along the GranFondo route, helping to stretch thin resources in underserved parts of Sonoma County.

Still more exciting is the advent of new cycling initiatives that will be funded by the 2010 GranFondo. These initiatives represent a hands-on approach to directly improving cycling resources in the communities in which the GranFondo operates and throughout California. Some of the programs will include:

- Plan creation and scoping for the construction of the first Sonoma County Velodrome in Santa Rosa
- A cycling-specific signage program for favored bicycle routes throughout Sonoma County to facilitate lawful cycling for tourists and to increase awareness amongst local residents.
- The creation of a competitive grant program to fund cycling initiatives in California and beyond.

"I've always said that this area has made me the cyclist I am today and even now, after my most recent Tour de France, I continue to be thankful for what it has given me," says Leipheimer. "If our event can improve the opportunities for young cyclists and those new to the sport, we're giving back in a way that'll make for communities that are healthier, greener, and a whole lot of fun."

Levi's GranFondo has taken the additional step in 2010 of allowing individuals to raise money for these same beneficiaries, whether they ride in the event or not. The GranFondo sponsors have donated a host of merchandise and experiential incentives for top individual fundraisers, including iPods, wine, hotel stays, VIP access, and a ride with Team RadioShack athletes. More information can be found at [www.levisgranfondo.com/incentives](http://www.levisgranfondo.com/incentives).

### **About Levi Leipheimer's King Ridge GranFondo**

Levi Leipheimer's King Ridge GranFondo is a fully supported bicycle ride with 35, 65, and 103-mile route options through some of the finest cycling country in the USA. The range of riders is recreational to professional, and the pace varies from leisurely to very fast. The ride is owned by VeloStreet and produced by Bike Monkey with Levi Leipheimer as the patron. The ride is organized with the collaboration and support of the City of Santa Rosa as well as communities and fire departments around Sonoma County.

### **About RadioShack**

RadioShack (RSH), headquartered in Fort Worth, Texas, is one of the nation's most experienced and trusted electronics specialty retailers. RadioShack connects technology with consumers by selling the products and accessories that people want, all from leading technology companies. Operating from convenient neighborhood and mall locations, RadioShack has over 5,000 company-operated stores and kiosks throughout the United States.

### **About Bike Monkey**

Bike Monkey is a bicycle culture portal that promotes the adventure and passion of cycling through a variety of outlets. Active since 2005, Bike Monkey organizes several races across multiple formats, publishes a high-end quarterly cycling publication to a nation-wide subscriber base, and hosts several personalities via a series of blogs and web articles. To learn more about Bike Monkey, visit [www.bikemonkey.net](http://www.bikemonkey.net).

### **About VeloStreet**

VeloStreet is a 501(c)3 non-profit corporation based in Santa Rosa, CA. VeloStreet's mission is to promote community-based initiatives that encourage investments in youth, primarily through cycling advocacy, athletics, and recreation.

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