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Ellsworth and Shimano Support Breast Cancer Fundraiser

Ramona, Calif., (September 25, 2008) – Ellsworth Handcrafted Bicycles, designer and manufacturer of high quality, state of the art bicycles, is honored to support the Shimano Alfine Breast Cancer Fundraiser by donating a “rose petal” pink commuter bike, the RIDE. The online auction begins today and ends October 23, 2008, and is accessible to the public on the Web at: www.youngsurvival.org.

“Every one of us is affected by cancer, if not directly. My aunt battled it this year and members of my staff also have family members facing these challenges right now. I look forward to a world where we can all enjoy perfect health all the time. Until that day, Ellsworth wants to do more than just wait, hope and imagine. We want to be part of the cure,” says Tony Ellsworth, founder of Ellsworth Handcrafted Bikes.

Ellsworth and five other renowned bicycle frame builders have joined hands to create five lifestyle, custom frames with Shimano components to garner funds in support of breast cancer awareness. The proceeds acquired from the online auction of the five unique bikes will go to the [Young Survival Coalition](#).

The Young Survival Coalition is a non-profit network of breast cancer survivors and supporters dedicated to addressing the concerns and issues that young women with breast cancer battle on a daily basis.

The beautiful, eye-catching commuter “RIDE” was inspired from the *Popular Science* “Best of What’s New” award-winning bike, The Ride. The special edition Project Pink edition “CommuterRide”, combines the style and comfort of a cruiser bike with the efficiency and kinetic optimization of a 700c-touring bike. This bike, Ellsworth has code named Roxy Ride, is equipped with the Shimano Alfine internal hub gear component. Roxy Ride is incredible with leading-edge commuter bike geometry that is exceptionally stable, comfortable and efficient.

Roxy Ride has a special hand painted finish and also includes the Ellsworth Project Pink logo. [Project Pink](#) is an Ellsworth initiative that has been in effect for over three years. For every Ellsworth pink bike sold, \$50 of the sale is donated to

the Marsha Rivkin Center for Ovarian Cancer Research or the Susan G. Koman Breast Cancer Foundation. Ellsworth's entire line of [Instant Center Tracking \(ICT\)](#) bicycles is offered in the Project Pink finish as well to support the cause.

Through Ellsworth's Social Responsibility programs, like Project Pink, and the new Rainforest Green initiatives, they hope to inspire and encourage larger companies to make the same conscientious commitment to Corporate Social Responsibility. Ellsworth has initiated a ripple in pond that will have far reaching positive affects.

Ellsworth is booth number 4525 at Interbike 2008.

Shimano is booth number 3929/4125 at Interbike 2008.

About Ellsworth Bikes

Ellsworth Bikes is a USA based designer and USA based manufacturer of the highest quality mountain, road and recreational bicycles. The company is known for its elegant and artistic craftsman-style approach to bike design and manufacturing is committed to true sustainable business practices and Local manufacturing and is the holder of multiple design and utility patents. Please visit the [Ellsworth Bikes website](#) to learn more.

Ellsworth Bikes: Energy, Efficiency and Environment.