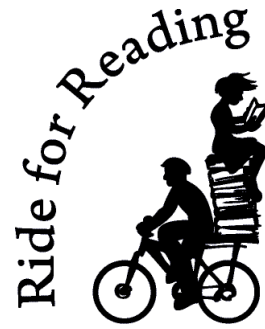


FOR RELEASE IMMEDIATELY

Nashville, Tennessee – Ride for Reading is raffling off a 2009 Ellsworth Epiphany frame that is valued at \$2395 for only \$10 per ticket. The winner will be announced on June 20, 2009 at the Southern Off-Road Bike Association (SORBA) of Middle Tennessee's Fat Tire Festival at Hamilton Creek Mountain Bike Park in Nashville, Tennessee. Tickets can be purchased through June 19th at www.rideforreading.org or at the event.



At Dirt, Sweat, and Gears 2009, Ride for Reading, a cycling based 501(c)3 non-profit organization, received a 2009 Ellsworth Epiphany frame valued at \$2395 from Murfreesboro Outdoor and Bicycle of Murfreesboro, Tennessee. The frame will be raffled off through www.rideforreading.org for \$10 a ticket. The winner will be announced on June 20, 2009 at the Southern Off-Road Bike Association (SORBA) of Middle Tennessee's Fat Tire Festival at Hamilton Creek Mountain Bike Park in Nashville, Tennessee. Tickets can be purchased through June 19th through the website or at the event. The money raised from the raffle will assist the organization with purchasing and distributing books to children from low income homes. According to the Handbook of Early Research, the ratio of books per child in low-income neighborhoods is 1 age-appropriate book for every 300 children. It is for this reason that Ride for Reading was founded. To date, the organization has distributed over 7000 books directly to Nashville children. You can go anywhere, see anything, and experience everything within the pages of a book...every child deserves that.

The children's book author and Olympic cyclist Erin Mirabella says, "I wanted to write children's books so I could share my Olympic experiences and lessons with kids. I want to share these with all kids, not just the ones who are lucky enough to have books at home and parents who read to them. Ride for Reading makes that possible. What better gift, than the gift of reading; through books you can give kids the whole world."

Ride for Reading can be found on the internet at www.rideforreading.org.

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