



The Pablove Foundation
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REGISTRATION NOW OPEN FOR PABLOVE ACROSS AMERICA BIKE RIDE TO FIGHT CHILDHOOD CANCER

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Cyclists to ride 500+ miles from Austin to New Orleans in support of The Pablove Foundation

LOS ANGELES (March 26, 2014) – Registration is now open for the sixth annual Pablove Across America bike ride to fight childhood cancer. On the heels of Childhood Cancer Awareness Month, cyclists will ride from Austin to New Orleans, October 17th through October 23rd.

The Pablove Across America ride provides essential funding for The Pablove Foundation's mission to fund innovative pediatric cancer research and improve the quality of life for children living with cancer through their photography program Pablove Shutterbugs. New Orleans is the latest city to receive a Pablove Shutterbugs program; it is also the hometown of Pablove co-founder and executive director Jo Ann Thraikill.

"This year's ride is especially meaningful, as our peloton will retrace part of the original Pablove Across America route and cross the finish line in a city that is very close to our hearts," said Thraikill. "This time, we'll be backed by a peloton that is 40 riders strong, the support of Cannondale, and a crew that has worked the pro-circuit from the Summer Olympics to the Tour de France."

The Pablove Across America team is supported by professional mechanics and soigneurs to keep bikes and bodies in good order along the challenging course. A training plan, personalized coaching, hotel accommodations, and nutritious meals and on-bike sustenance are provided for all riders. Each rider raises \$7,000 or more for The Pablove Foundation; last year's ride totaled over \$400,000 for childhood cancer research and programs.

"Cannondale is excited to be a part of Pablove Across America," said Bob Burbank, Global General Manager, Cannondale. "We want to provide the team with the best bikes in the world as they set off on this great journey to help The Pablove Foundation in their battle against childhood cancer."

The ride is popular among parents and family members of childhood cancer patients as well as serious cyclists who want a professional-grade experience that also benefits a worthy cause. Many riders return year after year, making the forty available spots coveted among adventure-seekers. Registration is open as of March 15, 2014 at pablove.org/paa.

About Pablove Across America

Route and Dates:

Friday, October 17 – Austin, TX to Columbus, TX
Saturday, October 18 – Columbus, TX to Houston, TX
Sunday, October 19 – Houston, TX to Beaumont, TX
Monday, October 20 – Beaumont, TX to Lake Charles, LA
Tuesday, October 21 – Lake Charles, LA to Lafayette, LA
Wednesday, October 22 - Lafayette, LA to Baton Rouge, LA
Thursday, October 23 – Baton Rouge, LA to New Orleans, LA

Pablove Across America began in 2009 when Pablove co-founder Jeff Castelaz, an avid cyclist, rode from St. Petersburg, Florida to Los Angeles in memory of his son Pablo. Pablove Across

America has raised over \$1.9 million dollars for The Pablove Foundation, with riders having logged over 8,000 miles nationwide while raising awareness for pediatric cancer and supporting arts and play programs at sixteen pediatric hospitals across the country.

For information on rider registration and donating to the Pablove Across America ride this fall, please visit: pablove.org/paa. Pablove Across America can be followed on Twitter and Instagram at #PAA2014.

About The Pablove Foundation

The Pablove Foundation is named after Pablo Thraillkill Castelaz, the son of Jo Ann Thraillkill and Jeff Castelaz. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. The mission of The Pablove Foundation is to fund pediatric cancer research and advances in treatment, educate and empower cancer families, and improve the quality of life for children living with cancer through hospital play, music and arts programs. For more information on The Pablove Foundation, please visit pablove.org and follow Pablove on Facebook at facebook.com/pablovefoundation and Twitter at @pablove.

About Cannondale

Founded in 1971, Cannondale is a global industry leader with a strong heritage in design, development and manufacturing of high performance bicycles, apparel and accessories. With a reputation for continuous innovation and quality, Cannondale corporate headquarters is located in Wilton, Connecticut, USA, with offices in Brazil, Canada, Holland, Japan, Switzerland, Australia, United Kingdom, and Taiwan. For more information, visit www.cannondale.com.

Cannondale is a premium brand of Cycling Sports Group, part of Dorel Industries, Inc. (TSX: DII.B, DII.A), a world class bicycle and juvenile products company. Dorel creates style and excitement in equal measure to safety, quality and value. Dorel's powerfully branded products include global juvenile brands Safety 1st, Quinny, Maxi-Cosi, Bébé Confort and Tiny Love, complemented by regional brands such as Cosco and Infanti. In Recreational/Leisure, brands include Cannondale, Schwinn, GT, Mongoose, Caloi, IronHorse and SUGOI. Dorel has annual sales of US\$2.4 billion and employs approximately 6,400 people in facilities located in twenty-five countries worldwide.

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