



The Pablove Foundation
6607 Sunset Boulevard
Los Angeles, CA 90028
323.657.5557
press@pablove.org

TREK BICYCLE JOINS PABLOVE ACROSS AMERICA RIDE TO FIGHT CHILDHOOD CANCER

* * * * *

Cyclists to ride 500+ miles from San Francisco to Los Angeles in Support of The Pablove Foundation and Childhood Cancer Awareness Month

LOS ANGELES (July 23, 2013) – This October, cyclists will take to the road for the fifth annual Pablove Across America ride. On the heels of Childhood Cancer Awareness Month, cyclists will ride from San Francisco to Los Angeles, October 6th through October 12th.

The Pablove Across America ride provides essential funding for The Pablove Foundation's mission 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.

Industry-leader Trek Bicycles has joined Pablove as a partner for the fifth anniversary of the ride. The Wisconsin-based manufacturer will create Pablove-themed frames of the recently launched Trek Domane customized through Project One, Trek's custom bike program. The frames will be designed to commemorate the ride, in addition to providing team gear for the 40 riders completing the journey.

This year's Pablove Across America is a huge milestone for The Pablove Foundation, marking five years of fighting childhood cancer with love on our bikes," said Pablove Co-Founder Jeff Castelaz. "As a Wisconsin native, I could not be more excited about partnering with Trek. I fell in love with cycling on a Trek 2300. The hunger and imagination for long, open roads was etched into my soul on that bike. So it's incredibly meaningful to be riding on a Trek bike in the name of Pablove on this year's ride."

"Partnering with Pablove is a natural fit for us," said Trek Brand Communications Director Eric Bjorling. "Trek is a family of people committed to the fight against cancer and the work that Pablove does to improve the lives of affected children is something we're honored to support."



Pablove Across America is also generously sponsored by SRAM Corporation, Zipp, and multiple hospitality partners along the tour route. Forty cyclists aim to raise \$250,000 on this year's ride, matching previous years' fundraising successes.

Pablove Across America Route

Sun, Oct 6 - San Francisco to Santa Cruz

Mon, Oct 7 - Santa Cruz to Carmel

Tue, Oct 8 - Carmel to Cambria

Wed, Oct 9 - Cambria to Pismo Beach

Thu, Oct 10 - Pismo Beach to Solvang

Fri, Oct 11 - Solvang to Ventura

Sat, Oct 12 - Ventura to Los Angeles

Pablove Across America began in 2009 when Castelaz, an avid cyclist, rode from St. Petersburg, Florida to Los Angeles in memory of his son Pablo. Pablove Across America has raised over \$1.5 million dollars for The Pablove Foundation, with riders having logged over 7,500 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 #PAA2013.

About The Pablove Foundation

The Pablove Foundation is named after Pablo Thraikill Castelaz, the son of Jo Ann Thraikill 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 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

MEDIA CONTACTS

Megan Rudebeck / The Pablove Foundation / 323.657.5557 / megan@pablove.org
Eric Bjorling / Trek Bicycle / 920.478.2191 / Eric.Bjorling@trekbikes.com