



The Pablove Foundation
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SIX-HUNDRED MILE BIKE RIDE TO FIGHT CHILDHOOD CANCER TO KICKOFF AT MELLOW JOHNNY'S ON OCTOBER 17

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Sixth annual Pablove Across America supports Pablove Shutterbugs, a photography program for children living with cancer given in partnership with Dell Children's Medical Center

WHAT: Cyclists are riding from Austin, TX to New Orleans, LA October 17th through October 23rd for the sixth annual Pablove Across America ride. Lance Armstrong and a local family dealing with childhood cancer will ring the starting bell for the ride. The ride funds The Pablove Foundation's essential programs like childhood cancer research grants, annual educational symposiums, and Pablove Shutterbugs, a photography program for children living with cancer given locally in partnership with Dell Children's Medical Center and supported by the **LIVESTRONG** Foundation.

WHO: 25 cyclists, including dads, moms, aunts, and survivors of childhood cancer. The ride is led by Pablove co-founder and Elektra Records president Jeff Castelaz. Lance Armstrong will participate in the Austin stage of the ride.

WHERE: Mellow Johnny's Bike Shop, 400 Nueces Street, Austin, TX 78701

WHEN: Friday, October 17, 2014; kickoff celebration begins at 8:30 a.m., starting bell will ring at 9:15 a.m.

ROUTE: The cyclists will depart Mellow Johnny's on 4th Street, headed towards Guadalupe St. They will depart Austin to the South via S. Congress Ave.

WHY: 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 \$2 million for The Pablove Foundation, with riders having logged over 8,000 miles nationwide while raising awareness for pediatric cancer and supporting international pediatric cancer research and programs at Dell Children's Medical Center and many more institutions nationwide.

HOW TO HELP: Visit <http://pablove.org/paa> and click on Meet the Riders to support

AVAILABLE FOR INTERVIEWS:

Jeff Castelaz, Co-Founder of The Pablove Foundation / President of Elektra Records
Andrea Frank, local childhood cancer mom and advocate

ABOUT THE PABLOVE FOUNDATION:

The mission of The Pablove Foundation is to invest in underfunded, cutting-edge pediatric cancer research, inspire cancer families through education, and improve the lives of children living with cancer through the arts. The Pablove Foundation is named after Pablo Thrailkill Castelaz, the son of Jo Ann Thrailkill and Jeff Castelaz and the little brother of Grady Gallagher. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. With the love of our community, The Pablove Foundation's vision was forged: helping kids with cancer live—

a love-filled life today, and a cancer-free life tomorrow. For more information, visit pablove.org or follow Pablove on [Facebook](#) and [Twitter](#).

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