



Cadence Sports Partners with PELOTONIA Bike Tour for Cancer
Inaugural event will benefit cancer research at Ohio-based cancer center

Austin, TX –PELOTONIA has retained Cadence Sports to manage course technical execution and consult on overall event operations at its inaugural mass participatory cycling event in August.

The three-day event begins in Columbus, Ohio and will benefit research at The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute. Thanks to the generous \$12.5 Million gift from the private aviation company, NetJets, 100% of the proceeds go directly to cancer research. Lance Armstrong will serve as PELOTONIA's inaugural chair and ride the 100-mile tour with other cyclists. Cadence and Pelotonia agree that Lance Armstrong is the perfect representative for an event focused on both Cancer initiatives and cycling.

Cadence Sports currently works with other cause-related organizations, including Susan G. Komen for the Cure and the Lance Armstrong Foundation, on signature events that help fund the fight against cancer.

“We are honored to be a part of the inaugural PELOTONIA because this event will fund cancer research that will change lives. The production of cause-related events is our core competency, so the partnership is a perfect fit,” said Gary Metcalf, Managing Partner of Cadence Sports.

“Cadence Sports’ proven record as a leading sports management company will help us deliver an amazing three-day experience to our riders, volunteers, spectators and supporters. This experience will enable Pelotonia to generate significant funding for cancer research at The Ohio State University Comprehensive Cancer Center- James Cancer Hospital and Solove Research Institute.” said Tom Lennox, Executive Director, Pelotonia

About Cadence Sports:

Cadence Sports, Inc. is a full-service sports management company based out of Austin, TX. They specialize in the planning, promotion and management of single/multi-day and multi-jurisdictional cause-related events. The Cadence passion is two-fold; the planning and production of the events themselves, along with the coinciding causes they support. Cadence believes in establishing a true partnership with cause-related clients, their constituents and volunteers, so that events are a rewarding experience for all parties involved.

<http://www.candencesportsonline.com>

About PELOTONIA:

PELOTONIA is a grass roots bike tour based in Columbus, Ohio, which will take place August 28th-30th, 2009. PELOTONIA 2009 will likely include 2,250 cyclists and over 10,000 total attendees and offer four distinct ride experiences to encompass a wide range of riding abilities within our target audience. Cyclists may choose between a one day 25-mile, a one-day 50-mile ride, a one day 100-mile ride, or a two day 180-mile tour. Each cyclist commits to raise a minimum of \$1000-\$2000, depending on their route. Thanks to a transformational gift by NetJets, 100% of all funds raised by cyclists will go directly to benefit cancer research at The Ohio State University Comprehensive Cancer Center- James Cancer Hospital and Solove Research Institute. PELOTONIA aims to raise more than \$40,000,000 over the next 5 years for cancer research efforts.

<http://www.pelotonia.org/ride/>

Contact:Cadence Sports

Lesley Smith

573-289-7288

Lesley.Smith@cadencesportsonline.com

Pelotonia

Jessica Kinman

614-221-6171

jkinman@pelotonia.org