

PRESS RELEASE
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**RIDE WITH THE CHAMPIONS RAISES OVER \$100,000 TO BENEFIT
SPECIAL OLYMPICS MASSACHUSETTS
Over 120 Riders and Supporters Join Together on the North Shore**

TOPSFIELD, MA – September 15, 2008 – Over the weekend Special Olympics Massachusetts hosted the 4th Annual Ride with the Champions cycling event that raised over \$100,000 to support Special Olympics Massachusetts – and the number will continue to rise as post-event donations are still collected.

Over 120 riders and supporters turned out to pedal along the scenic North Shore. Cyclists were able to choose from one of the three available courses, a 12-mile, 22-mile or 62-mile option.

Spirits were lifted as Bob Johnson, President and CEO of Special Olympics Massachusetts, thanked the participants and supporters for their efforts, “We couldn’t have done it without the tireless support and encouragement of each and every one of you.” Johnson continued, “It is wonderful to spend this beautiful fall day with you – there isn’t any other place I’d rather be.”

Special Olympics athletes, family members and friends all joined together to raise funds for uniforms, equipment, year-round training and competition costs for local Special Olympics Massachusetts athletes.

All riders returned to Topsfield Fairgrounds to partake in a post-event party with family and friends. The changing leaves and sunny skies provided an ideal backdrop for the festivities. Each rider was awarded a ribbon as a sign of appreciation for his or her participation. Top fundraisers were recognized for going above and beyond.

Sponsors of the event included Chick-Fil-A of the North Shore Mall, Polar Beverages, WHDH-TV Channel 7, the *Boston Herald*, WBOQ 104.9 FM, Sun Life Financial, Wheelworks, REI and SkiMarket.

Donations are still being accepted! To contribute to Special Olympics Massachusetts, please visit our website, www.ridewiththechampions.org and click on the General Donation tab.

About Special Olympics Massachusetts (SOMA)

Special Olympics Massachusetts (SOMA) provides year-round sports training, athletic competition and other related programming for over 10,000 athletes with intellectual disabilities. Through the power of sport, our movement transforms the lives of people with intellectual disabilities and unites everyone by fostering a sense of community and building a civil society. For more information visit: www.SpecialOlympicsMA.org.

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