



Bergen Bike Tour

c/o Volunteer Center of Bergen County, Inc.
64 Passaic Street Hackensack, NJ 07601
1-877-BER-BIKE www.bergenbiketour.org

For immediate release
August 25, 2008

Contact: Maureen McCormick
(201) 489-9454 Ext .126

FAMILY FUN AT CYCLING EVENT

BERGEN COUNTY--Families of every description are invited to participate in the thirteenth annual Bergen Bike Tour, on Sunday, September 28, at Darlington County Park, in Mahwah. All proceeds benefit **Tomorrows Children's Fund at Hackensack University Medical Center** and the **Volunteer Center of Bergen County**.

The event includes 50-, 25- and 10-mile routes for cyclists of every level that wind through scenic areas of 16 northern Bergen County towns. All routes begin and end at Darlington Park, culminating with a festive family picnic.

50-mile cyclists start at 8:00 AM, 25-milers at 9:00 AM and 10 milers at 10:30 AM; check-in is a half-hour before each ride starts. A special "Kids' Ride" will be held at 10:45 AM for little ones on big wheels and tricycles as well as those not yet ready for the 10-mile route. All children must be supervised by a parent or guardian.

Following the cycling events, a family fun picnic will be held from 11 AM-12:30 PM featuring a DJ, clowns, games, and a home-cooked barbeque. Massage Therapists will be available to help soothe aching muscles. Door prizes and raffle prizes will be awarded at noon.

Registration is \$35 per rider (\$40.00 after September 19). Families who ride together pay a reduced fee of \$70 (\$75.00 after September 19) for up to four family members over age eight and just \$15 per person for more than four family members.

Children 8 and under are free. All registered riders receive a long-sleeved T-shirt, goody bag, breakfast, and a picnic lunch.

“In an effort to draw attention to conservation of resources, this year’s Bergen Bike Tour is ‘going green’”, says Phil Murphy, who founded the Bike Tour and serves as its chairman. “In addition to raising funds, the Bergen Bike Tour is encouraging the use of bicycles to save energy, promote healthful exercise, and appreciate the joys of the great outdoors. This year’s event will also produce printed materials on recycled paper, use locally produced and/or locally grown products, and recycle as much as possible afterwards. We’ll also have information available at the event on how everyone can help conserve precious natural resources.”

Mr. Murphy continues, “This is an amazing event in that it is entirely local. We are very proud that during the past decade, we have been able to turn over nearly 75 percent of the Bike Tour’s proceeds – nearly a half million dollars -- to our two charities.”

Murphy, who is a resident of Oakland and a partner with Murphy, Miller and Baglieri in Glen Rock, explained that this is a much higher rate of return than most similar events. The Bergen Bike Tour Steering Committee, comprised of CPA’s, lawyers, bankers and doctors, keeps expenses as low as possible in order to maximize the net proceeds.

Approximately 300 cyclists are expected to participate. In addition to family teams, corporate teams are welcome.

Participants are expected to raise \$100 per individual or \$200 per family. Prizes to top fundraisers include: \$1,000 travel certificate, American Express gift checks, windbreakers and Tommy Hilfiger polo shirts, both embroidered with the Bike Tour logo. Participants can also enter a raffle to win up to \$5,000 cash.

Presenting sponsor is Howard Schwartz and family. Kids’ Event sponsor is Ford Motor Company. Diamond sponsor (\$5,000) is TD Banknorth. Platinum Sponsors (\$2,500) are: Amper, Politziner & Martin; Columbia Bank; Esai, Inc.; PNC Bank; Ramsey Auto Group; and Tanis & Sons. Gold sponsors (\$1,000) are Aldo’s/The Brickhouse Restaurant; Ameriprise Financial – Courtwright, Munn & Associates; Bolkema Fuel Company; Bollinger Insurance; Compensation Solutions; Flavor and Fragrance

Specialties; Garden State Wiper, Inc.; Harwood Lloyd, LLC; Inserra Supermarkets;
Murphy, Miller & Baglieri, LLP; NVE Bank; Oritani Savings Bank; Prestige Motors;
Rockland Electric Company; Andrew F. Rubenstein, M.D.; WithumSmith+Brown

Register online at www.bergenbiketour.org by September 25th. To receive a detailed brochure, or for information about sponsorship and teams, call 1-877-BER-BIKE (237-2453) or email info@bergenbiketour.org

