



NEWS

UFC Bergen Bike Tour

c/o Volunteer Center of Bergen County, Inc.
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Ford Motor Company to Sponsor Children's Activities at Bergen Bike Tour

North Jersey Ford Motor Company will be the sponsor of the special Kids' Ride and all children's activities at the 13th annual Bergen Bike Tour, to be held on Sunday September 28, 2008, at Darlington County Park in Mahwah, NJ. The proceeds from the Bike Tour will benefit Tomorrows Children's Fund at Hackensack University Medical Center and the Volunteer Center of Bergen County, both of which have been the beneficiaries of this event for the past thirteen years.

"It is great to be returning again this year to sponsor the Kids' Ride and activities at the Bergen Bike Tour," said Amanda DeMouthe, regional marketing manager, Ford Motor Company. "With our regional office located right here in Mahwah, the event is a natural fit that supports two outstanding local organizations."

"This is the second year that Ford Motor Company is the sponsor of the Kids' Ride, which is always a favorite with the families," says Phil Murphy, chairman of the event. "We are especially pleased and excited that they will be joining us again to make this year's event the biggest success ever."

The Bergen Bike Tour will feature 50-, 25- and 10- mile routes for cyclists of every level. The Kid's Ride is held on a special course, where the youngsters ride their Big Wheels, tricycles, and training wheel bikes in a safe and entertaining environment. The day is capped off with a fun- filled barbeque, DJ music and other entertainment, which is typically enjoyed by more than 300 participants every year.

"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 to our

two charities. This rate far surpasses many events of its kind. We are confident that with the help of the community and other corporations like Ford Motor Company, we can exceed that in 2008,” continues Murphy. “Mark your calendars for Sunday, September 28th. On-line registration is open until September 24th. People can also register to participate on-site the morning of the event.”

For further information about becoming a corporate sponsor, or organizing a group to participate in the Bike Tour call 1-877-BER-BIKE, or visit the website at www.bergenbiketour.org and register on-line.

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles in 200 markets across six continents. With about 228,000 employees and about 90 plants worldwide, the company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.

