



Presented By:

TRIB | **TOTAL
MEDIA**

And your friends at...

GNC Live Well.™

UPMC HEALTH PLAN

**2011 Media Packet with
Official Press Release**

Welcome

The Upper Lobby of the US Steel Building will soon be invaded by nearly 1,100 cyclists.

What are they doing riding bikes in the lobby? Why, it's for the 11th annual Race To Any Place to benefit The Leukemia & Lymphoma Society.

Race To Any Place is a six hour stationary bike race in which teams will battle it out on stationary bikes with two goals in mind...keeping the bike in constant motion for 6 hours and raising funds to save lives! Every 15 minutes, one rider hops off the bike as another jumps on - with one goal... to keep the pedals spinning.

Last year over 70 teams from local businesses, health clubs, and the community joined to raise \$100,000. This year there are more than 80 teams and our goal is to raise \$120,000!

We are sure the 11th annual Race To Any Place will provide many memorable newsworthy human-interest stories to share with your audience. We also hope you enjoy this event as much as everyone participating in it does.

Race To Any Place Contacts

For additional information about Race To Any Place, the contents of this media kit, or interview follow-ups, please contact:

Kira Foley
Senior Campaign Manager
The Leukemia & Lymphoma Society
(412) 395-2883 (office)
(412) 818-6115 (mobile)
kira.foley@lls.org

Schedule of Events

Friday, February 25, 2011

Event: Race Expo & Packet Pick-up

Location: US Steel Tower Upper Lobby

Time: 11 am – 4 pm

Saturday, February 26, 2011 – **RACE DAY!**

Location: US Steel Tower Upper Lobby

Details:

7:30 am – Race Registration Opens

7:50 am – Race Rules & Regulations Announcements

8:00 am – Let the RIDING begin!

Every 15 minutes – A Switch Is Called... Riders Be Ready!

12:30 pm – Fundraising Competition Ends

2:00 pm – Racing Ends and Final mileages are reviewed

All day... Music, Food and Fun! Special guests will be stopping in to say hello and don't forget some amazing auction items!

IMMEDIATELY following the race...

AWARDS CEREMONY & TEAM CELEBRATION

Damon's (located in lower lobby of building)

Official results will be announced.



NEWS RELEASE

For Immediate Release

Contact: Kira Foley, 412-395-2883

Pedaling for a Cure to Blood Cancers

1,100 People Keep Wheels Spinning to give kids a chance as Trib Total Media & GNC present The Race to Any Place at the U.S Steel Tower in Downtown Pittsburgh.

PITTSBURGH, FEB. 26, 2011- On Saturday the 26th of February teams will battle it out on stationary bikes with two goals in mind...keeping the bike in constant motion for 6 hours and raising funds to save lives! Last year over 70 teams from local businesses, health clubs, and the community joined to raise more than \$100,000. This year our goal is 80 teams, \$120,000!

Race to Any Place is a great chance for people to brush off the winter blues coming together with their team to see how far they can push their limits. Past participants like Andy Wisniewski of CB Richard Ellis, will call in the troops. TRIB Total Media, Winthrop Management, UPMC Health Plan, Binkley Kanavey and Dagostino Electronic Systems have again teamed up to insure the Race goes off without a hitch and many local companies have signed on to support the fight!

For more information on Race to Any Place or to get involved contact Kira Foley at 412.395.2883 or long on to The Race site powered by Elias Savion at www.racetoanyplace.com .

Race To Any Place 2011 is Presented by:

**Trib Total Media
GNC Live Well
&
UPMC Health Plan**

Platinum Sponsor

Level 3 Communications

Gold Sponsors

Binkley Kanavy

CB Richard Ellis

Full Service Network

Pro Bikes

Winthrop Management

Silver Sponsors

Damons Grill & Sports Bar/Centimark

DES

Eckert Seamans Cherin & Mellot, LLC

Elias Savion

Federated Investors

Meyers, Guiffre, Evans & Schwarzwaelder, LLC

Slippery Rock University

YMCA of Pittsburgh

Bronze Sponsors

TWIN Capital Management Inc.

ValStone

2011 Teams

All Business
Alpha Phi Omega
Baierl YMCA - Elora's Angels
Binkley Kanavy
Black Knight Security
BNY Mellon
Cardello's Crusaders
CB Richard Ellis
CBRE Team 2
Demolay
Duquesne Club
East Suburban Family YMCA
Edgar Snyder
Extras
Extreme Indoor Cycling Team
Federated Men
Federated Women
FedEx 1
FedEx 2
Fitness Fanatics - Challengers
Fitness Fanatics - Warriors
Freddie Fu Cycling
Full Service Network
GE Healthcare
GNC
GNC Elite
Into Action
IUP Exercise Science
Katz Graduate School of Business
Level 3 Communications
Marines - CMU NROTC
Meyers Giuffre, Evans & Schwarzwaelder
Navy - CMU NROTC
Northwestern Mutual
Payroll Solutions
Pgh BELLAs
Pitt Dental
Pittsburgh Technical Institute
PNC Fanatics
Pro Bikes
Rainbow Girls
Rivers Club - Team Bhadsavle
Rivers Club - Team Lenckos
Schneider Downs
Shake and Bake
Sisterson Spinners
Space Monkey Mafia
Space Monkey Mafia JV
Spare Tires
Spin Doctors
Sponsors
Steel City She-Ra's
Team Centimark
Team Fire Feet
Team Keystone
Team Novartis
Team UPMC
The Athletic Club
The Breakfast Club
The Pedaling Green Dots - Deloitte & Touche
The Real Housewives of Mars
The Spincredibles
The Westies
TNT Cycle Team
TRIB Total Media
Twin Capital Management
Twin Capital Mangement - Spin
ValStone
Velomuse Vixens
West Penn Warriors
Westin Luxury Collection
Westin Men's 6 Pack
Westin Women's Master 6 Pack
Westinghouse 1
Westinghouse 2
Wheels of Fury
Wilshire Consulting
YMCA Allegheny Inferno
YMCA North Boroughs 1
YMCA North Boroughs 2
YMCA Penn Hills 1
YMCA Spinball Wizards