



www.AmericanTransplantFoundation.org

****MEDIA ADVISORY****

FOR IMMEDIATE RELEASE
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(WHEAT RIDGE, CO) American Transplant Foundation to Kick Off Charity Cycling Team February 18th at Party with Former Pro Cyclist, Tyler Hamilton

WHAT: Team Transplant, the American Transplant Foundation's second annual cycling team, will cycle the 2010 Subaru Elephant Rock Ride on Sunday, June 6th in Castle Rock, Colorado to raise awareness about the importance of organ and tissue donation. American Transplant Foundation is hosting a registration party at Wheat Ridge Cyclery on February 18th to kick off Team Transplant 2010. Tyler Hamilton, former pro road racer and Olympic Gold Medalist, will speak at the party.

The party will include free food provided by Spicy Pickle, beer and wine provided by Applejack Liquors, raffle prizes, a "power tap" peak wattage contest, two interactive skills seminars, presentations by reps from Trek, Specialized, Orbea, and Pearl Izumi, and more! Those who register for Team Transplant at the party will receive a 20% discount on all Wheat Ridge Cyclery merchandise, excluding bikes. This event is open to the public.

WHEN: Thursday, February 18th, 6 p.m. to 8 p.m.
See page two for a detailed time breakdown and list of photo opportunities.

WHERE: Wheat Ridge Cyclery
7085 W 38th Ave
Wheat Ridge, CO 80033

WHO: **Tyler Hamilton**, former pro cyclist, and dozens of Team Transplant riders and prospects

- **Tyler Hamilton**, whose major wins include a stage of the 2003 Tour de France (finished fourth overall), a stage of the 2002 Giro d'Italia, and first overall in the 2003 Liège-Bastogne-Liège and the 2003 and 2004 Tour de Romandie.
- Kidney recipient **Justin Fulton**, who will cycle 100 miles at Elephant Rock
- Living kidney donors **Marc Prisant**, who will cycle 100 miles, **Steve Crider**, **Terri Redman**, **Carolyn Cline**, and **Michelle Hartman**
- Donor mother **Robin Mitchell**, whose son Joseph Templeton saved five lives through organ donation and gave the gift of sight to two people through cornea donation
- **Heidi Heltzel**, executive director of the American Transplant Foundation

WHY: Team Transplant is riding to raise awareness for the more than 105,000 people in the U.S. who are on the waiting list for a lifesaving organ transplant, nearly 2,000 of whom live in Colorado. Despite the fact that one donor can save the lives of up to eight people through organ donation and can save or enhance the lives of more than 100 through tissue donation, 18 people die per day while waiting to receive the gift of life. Team Transplant's recipients and living donors will ride to prove that it is possible to lead a healthy, active lifestyle after transplant.

Photo Opportunities / Schedule

6 PM

Party starts

6:15–6:45 PM

Welcome and opening remarks by Tyler Hamilton

6:40-6:50 PM

Heidi Heltzel speaks about Team Transplant 2010

6:55 – 7:10 PM

First round of skills seminars (two running simultaneously)

7:20-7:35 PM

Second round of skills seminars (two running simultaneously)

6-8 PM (duration of the party)

Food and drinks served to guests by the Foundation's volunteers

Guests registering at the American Transplant Foundation's table

The American Transplant Foundation would like to thank Team Transplant's 2010 sponsors, including Spicy Pickle, Wheat Ridge Cyclery, and the YMCAs of Metropolitan Denver, Boulder Valley, and the Pikes Peak Region.

About the American Transplant Foundation:

Founded in 2005, the Denver-based American Transplant Foundation is a national nonprofit organization that works to increase the donation of organs and tissue to reduce the growing list of men, women, and children who are awaiting a lifesaving transplant. www.AmericanTransplantFoundation.org

About the 2010 Subaru Elephant Rock Ride:

The Subaru Elephant Rock Ride is the largest cycling event in the Rocky Mountain region with more than 7,000 participants. The 23rd Annual Subaru Elephant Rock Cycling Festival offers a 7-mile family course, 34, 62, 100-mile road rides, a 25-mile off-road course and a 24-hour race. There are options for everyone at the first major cycling festival of the season at the Douglas County Fairgrounds in Castle Rock, Colorado. In 2009, Team Transplant was the largest team at Elephant Rock. www.elephantrockride.com

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