



PRESS RELEASE

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Lauren's Ride was created by John Byrne, Lauren's older brother, who wanted to help his sister obtain her goal of independence. Lauren is a 22 year old quadriplegic, the result of an accident seven years ago. Lauren doesn't let her accident define her. She plays wheelchair rugby. She goes to college. She travels with her family and friends. She has recently been able to walk a short distance, with the help of her therapists and some electrical stimulation. The one thing that has truly limited her independence is transportation. Lauren has relied on family and friends to drive her to where she needs to be – even with public transportation, she still must rely on someone to get her to the bus or train station. Her parents, brother and friends are happy to drive her to where she needs to be, but she dreams of going away to a four-year college and those options won't necessarily be available. That's where John comes in.

The cost of a vehicle for Lauren is approximately \$50,000, and John realized he could raise funds to help out by exercising one of his talents – cycling. John is a firefighter for CAL FIRE in Nipomo, CA and physical fitness is a necessity for his everyday life. He has competed in several triathlons, fell in love with cycling and recently completed a three day, three hundred mile ride. This inspired an idea to help Lauren with her first true step toward independence. John will be riding his bike from California to New York in September of 2012, with the goal of raising money to help Lauren purchase a vehicle adapted for her needs. He will depart from the Golden Gate Bridge on September 9, 2012 and will arrive at the Brooklyn Bridge on October 14, 2012.

How can you help?

- **DONATIONS** to Lauren's Ride can be made on the web at www.laurensride.org. All donations will be directly used for the cost of Lauren's vehicle. John will be covering the cost of his ride on his own.
- **LODGING** for John will be necessary along his route. Please check the website for John's route and if you are able to house him for a night, please contact info@laurensride.org.
- **SPREAD THE WORD** to businesses or corporate contacts you have who may want to support Lauren in her journey to independence
- **INFORM** your friends and family about John's ride and Lauren's story.

For more information:

Website: <http://laurensride.org>
Facebook: [facebook.com/laurensride](https://www.facebook.com/laurensride)
Twitter: @laurensride
Contact: info@laurensride.org

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