

For Immediate Release  
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## Second Annual Ride Inside Raises Money for Columbus Cancer Charities

February 22, 2009 (Columbus, OH) – Cycling buffs in central Ohio are gearing up for the annual Ride Inside charity fundraising event. The four hour ride is a great way for cyclists to pedal their way to philanthropy.

“Last year we had more than 160 riders and we raised more than \$3,000 for the LiveStrong Foundation and the local chapter of the American Cancer Society’s Relay for Life,” says event organizer and Lifestyle Family Fitness group fitness instructor Alice Wickham. “This year our goal is to raise more than \$4,000.”

The public is invited to cycle throughout the entire four hour event, or ride only during the first or last two hours.

“My father is a cancer survivor and I have lost many friends and family to this horrible disease,” says Wickham who was born and raised in Columbus. “We tell riders that what they accomplish on the bike during this event is a struggle that doesn’t compare to what people do every day to overcome their battle with cancer.”

All adults 18 and over are welcome to attend the event, which starts at 9a.m. Sunday, February 22. The event is held at the Lifestyle Family Fitness located at 7611 New Market Center Way. Registration is \$25 for two hours or \$45 for four hours.

“At the top of each hour riders get a short break and we do door prizes,” adds Wickham. “Then after the first two hour session and after the final four hours we hold ‘Yoga for Cyclists’ to stretch those hard working muscles!”

To register for the Ride Inside, visit [active.com](http://active.com) and search for ‘The Ride Inside’. All proceeds go to charity, including proceeds from commemorative t-shirts sold at the event for \$15.

Participants should arrive 15-20 minutes before the session start time for registration and bike set up. Gear storage is available in the locker rooms but participants must provide their own lock, towel, water bottle and any refreshments needed to get through this fun endurance event. Riders with cycling shoes, please note that the bikes are equipped for SPD pedal clips only.

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To arrange an interview with Alice Wickham, please contact Cassie Bouldin by phone at 727-456-3100 x. 4090 or by email at [cbouldin@lff.com](mailto:cbouldin@lff.com).

Lifestyle Family Fitness is headquartered in St. Petersburg, Florida. The company was founded in 1982 and has 55 locations in four states. The company is known industry-wide for its “no long term contract” month-to-month membership policies.