



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

MEDIA ADVISORY

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ONE DAY, ONE RIDE, ONE FAMILY AT A TIME

(SAN DIEGO, CA) A day before most of the country begin the eating, drinking, and tailgating that traditionally mark Super Bowl Sunday, more than 350 people will descend on a gym in Kearny Mesa to ride bikes, make friends and help raise more than thousands to support kids and families in San Diego.

Mission Valley YMCA's **3RD ANNUAL BIKE-A-THON** will take place all day on **SATURDAY, FEBRUARY 2 AT TOBY WELLS YMCA (5105 OVERLAND AVE), FROM 7:00AM TO 5:00PM**. Participation and fundraising totals have doubled each year, culminating in more than \$22,000 in donations and more than 350 participants last year. This year's event will feature a "Super Bowl" theme to include a silent auction and testimonials from young people who benefit from subsidized and free programming.

All proceeds will benefit the YMCA's Community Outreach Campaign that funds literacy and gang prevention programs in local schools; physical education for more than 2,500 elementary school kids; subsidized memberships for seniors and working families; scholarships for camp; and other subsidized services throughout San Diego. For more information or to register, contact Toby Wells YMCA, 858-496-9622.