

**FOR IMMEDIATE RELEASE**

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**[Sample Headline]**

**Three-Day AIDS Ride Attracts Cyclists from Across the US**

**Rider from [Your City and State] to participate in Braking the Cycle event**

[City, State]—[Date]—Dedicated riders from across the United States prepare for a three-day bicycling journey from Gettysburg, Pennsylvania, to Greenwich Village in New York City, all united in the fight against AIDS. The ride, known as Braking the Cycle, will benefit the HIV/AIDS services of New York’s Lesbian, Gay, Bisexual & Transgender Community Center (the Center).

[Personal Anecdote: Who am I? Where am I from? Why do I ride?]

Over 100 riders will participate in the event, which will benefit the HIV/AIDS services of the Center in New York City. Braking the Cycle riders share tales of solidarity when speaking of the event. Many AIDS rides feature hundreds to thousands of riders. By design, Braking the Cycle is a smaller, more intimate group, which allows participants to bond with each other and form lasting relationships. “The ride itself is so cool because it’s like a big family,” said Rosemarie Romano, a rider from New York City. “We share meals together, and commiserate. The ride is very challenging but there is so much camaraderie. I have met so many people and made so many friends.”

Braking the Cycle will begin on Friday, September 28, in Gettysburg, Pennsylvania, and conclude on Sunday, September 30, at the Center in Greenwich Village, New York City. Riders will bike through a beautiful scenic route through Pennsylvania and New Jersey before going through the New York Waterways Pier in Weehawken into New York City. A closing ceremony at the Center will include hundreds of supporters to cheer for the riders on West 13<sup>th</sup> Street in Manhattan.

Since its founding in 1983, the Center has been at the forefront of providing HIV/AIDS services, including over 5,000 free counseling sessions per year for people living with and affected by HIV/AIDS. The Center also sponsors community forums, conferences, and commemorations, such as the annual World AIDS Day vigil which attracts over 3,000 participants.

**About the Lesbian, Gay, Bisexual & Transgender Community Center**

Established in 1983, the Lesbian, Gay, Bisexual & Transgender Community Center is the nation’s leading and most comprehensive LGBT community center. Through diverse health and wellness services, cultural activities and advocacy initiatives, the Center inspires LGBT New Yorkers at every stage of life to celebrate who they are, empower who they want to be and transform their world. To learn more, call (212) 620-7310 or visit [www.gaycenter.org](http://www.gaycenter.org).

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