

FOR IMMEDIATE RELEASE

Pathways To Education™ And Biking Blue Team up for a 1200 km Non-Stop Bike Relay

Toronto, Ontario

Biking Blue is undertaking a challenge to complete a thousand-plus kilometers non-stop bike relay. The relay will take us from Toronto to Montreal and back again. The Biking Blue relay team will set off from the IBM Toronto Lab (8200 Warden Ave) in Markham on August 18th at 10:00 AM. The riders will continue cycling non-stop to Montreal and back returning on August 21st. Several community members and other biking groups will join the team during the relay.

This year's event is being organized to promote awareness and raise funds for the Pathways to Education program. The mission of Pathways™ is to reduce poverty and its effects by supporting the development of youth from economically disadvantaged communities and promoting their individual health and the health of the community by addressing the two principal social determinants of health: education and income.

'Biking Blue' is a group of IBM employees with a vision and passion for reaching out to the community. Our team consists of amateur cyclists who are committed to helping raise awareness for selected charitable organizations. We work to promote awareness and support for various causes through our annual bike relay to Montreal and back.

Contact: info@bikingblue.com
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Visit www.BikingBlue.com for information on how to support them in their journey.

"The Biking Blue Team 2006 aims to raise funds for the Pathways to Education by inviting sponsorship and support for their thousand-plus kilometers bike relay from Toronto to Montreal and back."