



Press Contacts: Jeffrey Leebaw
(732) 524-3350

For Immediate Release

**4th Annual Bike Ride for Amy Sunday, June 5
To Raise Funds for Early Breast Cancer Detection
Among Women Without Health Insurance**

New Routes and Lower Entry Fee

South Brunswick, NJ (May 2, 2011) – The Amy Feiman Behar Foundation, which has sponsored more than 1,000 mammograms for women without health insurance since its inception four years ago, is sponsoring its 4th Annual Bike Ride for Amy on Sunday, June 5. The ride is held annually to raise funds to support the cost of annual mammograms for women who don't have the financial means to be screened for breast cancer.

This year's event includes a new starting point (South Brunswick High School) and three new routes including a flat 25-mile route for casual riders and -- for serious riders -- a hilly 35-mile route and an even more hilly 50-mile route over Sourland Mountain. The 25-mile route is a flat, relatively easy ride for all levels of riders, running through Plainsboro and South Brunswick. The 35-mile route is a challenging one that includes hills on Herrontown and Coppermine Roads. The 50-mile route is especially challenging with 2,700 feet of climbing, featuring the Herrontown and Coppermine climbs and Sourland Mountain. (Halter's Cycles in South Brunswick has graciously agreed to give a 10 percent discount on bicycle tune-ups to all Bike Ride for Amy registrants.)

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For riders who register by May 31, the registration fee is \$25. But all participants are being asked to raise a minimum of \$140 (including the entry fee), which is the cost of one screening mammogram for an uninsured woman. New online fundraising tools on The Amy Foundation web site have been designed to make it easy for friends and colleagues to support riders in this important cause. (Go to www.amyfoundation.org for more details.) Riders who raise \$420, which is the cost of three mammograms, will receive a beautifully designed cycling jersey pictured on the web site.

The Bike Ride for Amy begins at 8:00 a.m. (check-in at 7:00 a.m.) at South Brunswick High School, 750 Ridge Road, Monmouth Junction, N.J. In the event of rain, a new date will be posted on June 5 on The Amy Foundation web site.

The Amy Feiman Behar foundation was created to increase the early detection and treatment of breast cancer for uninsured women. Statistics show that the earlier the tumor is diagnosed, the greater the survival rate. There are 46 million uninsured people in the United States, at least half of them women.

“As these women struggle to put food on the table for their families, having a screening mammogram once a year and seeking rapid treatment if anything is discovered is not a priority,” said Arie Behar, president of The Amy Foundation, created in the memory of his wife, Amy, who died of breast cancer in March 2007 at the age of 49. “The Amy Foundation enables them to get this potentially life-saving test and we need your support. Though our partnership with Saint Peter’s University Hospital in New Brunswick, these women are now more aware of the importance of early detection of breast cancer and know they have a place to go for this procedure once a year.”

All riders will be provided with a water bottle, a Bike Ride for Amy t-shirt, and a biker’s vest to be worn on the ride. Beverages and snacks will be provided at the start of the ride and at a rest stop along each of the three routes.

The foundation is encouraging riders to register early by logging on to www.amyfoundation.org and soliciting donations on their behalf from family and friends. Riders can also register by printing and mailing the online application with a check covering the registration fee to:

The Amy Foundation
525 Milltown Road
Suite 402
North Brunswick, NJ 08902

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