



NEWS RELEASE

For Immediate Release

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NEW VIRTUAL EVENT TO SUPPORT GREEN NONPROFITS

'Climate Rise' Virtual Event Encourages Solidarity, Sustainability and Creativity

MISSOULA, MT – April 3, 2020: Climate Ride, the national charitable organization for sustainable solutions, announced its newest charitable event called Climate Rise at 12 noon (EDT) on Saturday, April 18, 2020 in response to the unprecedented global health crisis.

This one-day virtual rally is designed to show solidarity with fellow humans and nonprofits in this time of crisis. After cancelling several of its in-person charity cycling and running events through June, Climate Ride is announcing this new virtual event to inspire participants to achieve something that fosters hope, comfort, or a creative outlet whether or not participants are sheltered-in-place or wisely quarantined with loved ones.

“This event is free and anyone can participate,” said Caeli Quinn, Co-Founder and Executive Director of Climate Ride. “The coronavirus pandemic has affected us all and many of our vital nonprofit beneficiaries are in desperate need of support, especially after several of our events that help support them have cancelled. This virtual event is a free and fun way to be part of a community focused on hope, sustainability, and working toward a better planet.”

Participants can register for Climate Rise for free and then choose to raise funds or not for their favorite nonprofit beneficiaries from Climate Ride’s beneficiary network. All are encouraged to sign up and pick an activity that inspires them. There are no boundaries to what people can do. Individuals and teams have signed up to knit, ride a pogo-stick, ride their bike trainer at home, sew masks for healthcare workers, play a new piano piece, read books together, write 100 postcards, run a 5K, meet that push-up goal, or paint something for the world to see. Then, on Saturday, April 18, participants will share their projects and/or live stream themselves on various social media networks.

In lieu of in-person events, Climate Ride advances the Climate Ride mission and benefits a collection of more than 125 hardworking environmental and bicycle-related nonprofits working at the local and national level including: 350.org, Rails-to-Trails Conservancy, Natural Resources

(more)



Defense Council (NRDC), 1% for the Planet, National Parks Conservation Association, as well as local groups such as L.A. County Bicycle Coalition, San Francisco Bicycle Coalition, Washington Area Bicycle Association, Vote Solar and more. Participants have the chance to select up to five beneficiary organizations when they register.

“I have participated in numerous past Climate Ride events, raising tens of thousands of dollars for critical environmental work,” said Shamini Dhana, owner of Marin County-based Dhana Inc. and Climate Ride board member. “But now with stay-at-home orders in many states across the country, people are looking for ways to inspire hope and keep busy during these unsettling times. Climate Ride is a great way to stay connected, while staying focused on the greater challenge of addressing the climate crisis.”

Since 2008, Climate Ride has granted more than \$6.1 million to nonprofit beneficiary organizations.

Learn more about Climate Ride, April 18, 2020 here:

<https://www.climateride.org/events/climaterise/>

About Climate Ride

Climate Ride is a nonprofit organization founded to change lives through sport and build an effective, citizen-based sustainability movement. Started as a five-day bike ride from NYC to Washington DC in 2008, Climate Ride has grown into an idea catalyst and leading funder of the environmental and active transportation movement. Climate Ride now convenes Climate Rides, Hikes, and Runs across the country that bring together hundreds of people to share knowledge, raise funds and advance sustainability. Climate Ride speakers have included top sustainability thinkers, eco-heroes, and policy experts. Since 2008, Climate Ride has donated more than \$6.1 million to sustainability and active transportation nonprofits.

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