



**MEDIA ALERT —
September 26, 2011**

CONTACT:

Laura Burrows
(336) 575-6757, laura@twobpr.com

N.C. Stroke Association's Cycle for Life Bike Tour is October 1 in Yadkinville

More than 200 stroke survivors and cyclists will participate in 25-mile, 40-mile, 65-mile or 100-mile rides to benefit NCSA's stroke prevention and education programs.

WHAT:

The 8th annual Cycle for Life Bike Tour promotes stroke awareness and raises funds for the Winston-Salem based N.C. Stroke Association (NCSA). One hundred percent of the proceeds directly support NCSA's program development and provide funding to hospitals across North Carolina for stroke prevention, stroke education and post-stroke services. The tour starts at Hanover Park Vineyard in Yadkinville, and riders may participate in one of four distances -- 25-mile, 40-mile, 65-mile or 100-mile.

The fee for pre-registered cyclists is \$35, and they receive a Cycle for Life T-shirt. Same-day registration is \$40. All cyclists receive breakfast and lunch in addition to being eligible for wine-tasting. Cycle for Life is known for its home-baked goodies offered at rest stops along all of the routes.

WHO:

Organizers include Chairperson Robin Voss of Forsyth Medical Center, Charles von Isenburg of Mock Orange Bikes in Winston-Salem and Race Director John Parks, professor with Wake Forest Health Sciences.

This year's Cycle for Life Tour will feature a special team from Asheville, N.C. The team includes stroke survivors Wally Culbertson and Maggie Everett, who met when Maggie served as Wally's physical therapist during his stroke at age 29. Almost 20 years later, Maggie suffered her own stroke, and Wally was there to support her recovery. They took up cycling together in 2009 and this is their second year participating in Cycle for Life.

WHEN:

8 a.m. (registration), 9 a.m. (tour begins), Saturday, Oct. 1, 2011

WHERE:

Hanover Park Vineyard, 1927 Courtney-Huntsville Road, Yadkinville, N.C.

MORE:

Stroke awareness is critically important in North Carolina, which has one of the highest stroke death rates in the United States. (N.C. rates sixth highest among the 50 states and 23 percent higher than the national rate). Although strokes can be devastatingly debilitating and fatal, they are also highly preventable and treatable with a healthy lifestyle, awareness of key risk factors and knowledge of stroke symptoms.

NCSA works with partner hospitals across North Carolina to promote stroke prevention and education, including community-based screening tools to identify stroke risk factors and in-patient secondary stroke education. To date, more than 25,000 North Carolinians have been screened for stroke risk factors.