

13th Annual Ryan's Ride set for June 26

600 Kids to take a Spin for Bay Area Cancer Programs and Burlingame Schools

BURLINGAME, Calif., June xx, 2016 – Ryan's Ride has long been considered part of the great fabric of Peninsula summer traditions, and the rituals continues in 2016 with 600 youth expected to hop on their bikes and trikes for the 13th consecutive year at the Ryan Phua Memorial Kids' Ride at the 30th Annual Burlingame Criterium on Sunday, June 26.

"It's our 13th year, and our community has raised nearly \$700,000 for Bay Area cancer programs and Burlingame schools through Ryan Ride," said Michele Phua, mother of Ryan and Matthew, Ryan's twin. "It speaks to the heart and soul of the kids and families, and it's so gratifying that Ryan's Ride has become a tradition the community looks forward to each year."

Ryan's Ride began in 2004 as an event to honor the memory of Ryan Phua, one of John and Michele Phua's twin sons born after John's successful recovery from cancer. At the age of two, Ryan passed away from Sudden Unexplained Death in Childhood. John and Michele created Ryan's Ride to celebrate his life, with event proceeds supporting Bay Area cancer survivorship programs through the **LIVESTRONG** Foundation in recognition of John beating the disease.

"Ryan's Ride is not only in memory of the child we lost, it's about the families and kids who have made this event their own," said Phua. "It's about a community that models for its children and citizens that giving back makes a difference in people's lives. We can't really imagine a more fitting tribute to a son and a brother."

Sign-ups are brisk as usual, and organizers are anticipating nearly 600 children to pedal in this unique, non-competitive ride for kids 12 and under. Ryan's Ride is thought to be the largest cycling event of its kind in the country. Proceeds benefit the **LIVESTRONG** Foundation, Bay Area cancer survivorship programs, and the Burlingame Community for Education Foundation.

Each year, festive race activities and free entertainment fill the quaint streets, restaurants and shops of downtown Burlingame with thousands of competitive cyclists, children, volunteers and spectators. Adding to the excitement of Ryan's Ride, the day's multiple races culminate in separate Men's and Women's pro cycling events.

The Burlingame Criterium provides the local community with the thrill of amateur and professional cycling in a challenging, fast, 0.7-mile circuit of downtown Burlingame, while Ryan's Ride offers kids aged 18 months to 12 years an opportunity to pedal on the same course as the pros.

"We look forward to Ryan's Ride each June," said Burlingame Mayor Ann Keighran. "Our City has hosted the Burlingame Criterium for nearly 30 years, and Ryan's Ride brings out a lot of young families to a fantastic day of family fun that contributes to our community in so many ways." The City works closely with the Phua family and Criterium race organizers to create a joyful atmosphere and a fun, safe course for all cyclists.

Ryan's Ride starts at 10:35 a.m., and participation is free. Everyone is a winner in the 4 years and under, 5-8 years and 9-12 years categories. Top fundraisers receive gift certificates to a local toy store or a brand new bike. Event check-in starts as early as 8:30 a.m. at the corner of Lorton and California Avenues in downtown Burlingame. For more information and to register, visit www.ryansride.org. The last day to register online is June 23. The event's success depends on volunteers and donations – please visit ryansride.org if you would like to support the event.

The Burlingame Criterium is a series of races, divided by age, gender and ability level categories. All racers must be USA-Cycling licensed racers and ranked category 4 or above. Cash and prizes

are awarded to top finishers in each race category. For most racers, the true reward in racing in Burlingame is the chance to showcase their technical skills in front of thousands of friends, family and spectators in attendance. For race and registration information, please visit www.burlingamecriterium.com.

Media sponsor KSAN-FM 107.7 The Bone's DJ Steven Seaweed is the 2016 event emcee for Ryan's Ride. Seaweed is himself a cancer survivor and is the co-founder of the Have a Ball Foundation, which raises funds for 15 cancer organizations.

The Burlingame Criterium has been produced by the Peninsula Velo Cycling Club (penvelo.org) since 1974. Ryan's Ride is collaboration between Peninsula Velo and the Ryan Phua Memorial Fund.

The 2016 event is title-sponsored by Parnassus Investments and presented by the Hillsdale Shopping Center. Criterium Race category sponsors include Summit Bicycles, , Clif Bar, Vocker-Kristofferson CPAs, Rudy Project, Skaates Hydronics and Pacific THERx. Ryan's Ride sponsors include Franklin Templeton, Preciseq, Shimano, Genentech, Sony Interactive Entertainment, Pacful, Curious Hat, IWI Promotions, FrutStix, ABC 7 (KGO-TV), KCBS All News 740, Talbots Toyland, U.S. Venture Partners and The San Mateo Daily Journal.

Content Resources:

Website: www.ryansride.org

Facebook: <https://www.facebook.com/ryansride/>

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