



**FOR IMMEDIATE RELEASE**

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**ChildFund International Partners with Richmond 2015  
as Official Charity of 2015 UCI Road World Championships**

***Organizations launch 10-Bike Challenge with area businesses***

**RICHMOND, Va., June 3, 2015** – Richmond 2015, the organizer of the 2015 UCI Road World Championships, announced today that ChildFund International will join its team of partners as the “Official Charity of Choice” for the nine-day cycling event to be held in Richmond this September.

As part of the partnership, the two organizations will co-promote the 10-Bike Challenge, a local offshoot of ChildFund's *Dream Bike* program, an initiative that raises money to purchase bicycles for girls in 12 countries who need them to get to and from school. Local businesses are each being asked to participate in the 10-Bike Challenge by raising \$1,000, enough to pay for 10 bikes. The goal of the campaign is to raise enough funds to pay for 3,400 bicycles.

Tredegear, a Richmond, Va.-based global manufacturer of plastic films and aluminum extrusions, is helping kick off the campaign with a \$25,000 grant.

“This summer, the world's best cyclists will be coming to Richmond to pursue their dreams of being a world champion,” said Anne Lynam Goddard, president of Henrico, Va.-based ChildFund International. “Bikes also can help fulfill the dreams of thousands of children in developing countries, enabling them to finish their education. The bicycles purchased through the *Dream Bike* program are more than bikes; they are lifelines to a more promising future. We're grateful to Richmond 2015 for their partnership and to the many businesses that will be participating in this initiative.”

ChildFund International, a global child development and protection agency serving more than 18.2 million children and family members in 30 countries, launched its *Dream Bike* program in 2014 to help girls who live great distances from the nearest school and who must travel hours by foot, often over dangerous territory. To date, more than 3,100 girls have received bicycles through the program, enabling them to continue their schooling by getting there safely and on time.

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According to ChildFund, every year a girl in a developing country remains in school increases her future earning power by as much as 20 percent. Countries participating in *Dream Bike* include Ethiopia, India, Laos, Indonesia and eight others throughout Asia and Africa.

“We are pleased to have ChildFund International as our charity of choice and look forward to a mutually beneficial partnership,” said Lee Kallman, vice president of marketing and business development for Richmond 2015. “The 10-Bike Challenge will be a tangible way for local companies and organizations to not only support cycling in general, but also the broader benefit of helping young girls around the world continue their education.”

For more information about *Dream Bike* and the 10-Bike Challenge, visit [www.dreambike.org](http://www.dreambike.org).

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#### **About ChildFund International**

ChildFund International is a global child development and protection agency serving more than 18.2 million children and family members in 30 countries. For more than 76 years, we have helped the world's deprived, excluded and vulnerable children survive and thrive to reach their full potential and become leaders of enduring change. As a member of ChildFund Alliance, we create supportive environments in which children can flourish. For more information about ChildFund, visit [www.ChildFund.org](http://www.ChildFund.org).

#### **About Richmond 2015, Inc.**

Richmond 2015, Inc., is the independent nonprofit corporation responsible for the organization, management and promotion of the 2015 UCI Road World Championships. Partners of Richmond 2015 include Altria, Anthem, CarMax, ChildFund International, Cushman & Wakefield | Thalheimer, Davenport & Company, Dominion, Genworth, Hourigan Construction, Kings Dominion, Lansing Building Products, MARTIN'S Food Markets, MWV, McGuireWoods, Norfolk Southern, PIASCIK, The Community Foundation, TowneBank, VCU Medical Center and Williams Mullen.

In addition to its corporate partners, the Commonwealth of Virginia, the City of Richmond, Hanover County and Henrico County are all key partners of Richmond 2015. For more information about Richmond 2015 visit <http://richmond2015.com/> and connect on [Twitter](#) and [Facebook](#).

#### **About the 2015 UCI Road World Championships**

The 2015 UCI Road World Championships, cycling's pinnacle event, will be held Sept. 19-27, 2015 in Richmond, Va., and is expected to attract as many as 450,000 onsite spectators from the Richmond region and across the globe over the course of the nine-day event as well as a worldwide TV audience in the hundreds of millions. More than 1,000 cyclists – Elite Men and Women, Under-23 Men and Junior Men and Women – from more than 70 countries will compete in three disciplines: the traditional Road Race, Individual Time Trial and Team Time Trial. The event, which is being held in the United States for the first time since 1986, culminates with the traditional road races on Sept. 26 (women) and Sept. 27 (men).