



FOR IMMEDIATE RELEASE:
Thursday, July 14, 2016

CONTACT:
Cathy Levy, 614-527-0202
pwp@pedal-with-pete.org

No Stranger to the World of “hard knocks”, Pete Pedals for \$1,000,000!

(Columbus, OH) In this anniversary year of raising \$1,000,000 for cerebral palsy research, the Pedal-with-Pete Foundation continues their celebration by announcing the online sales of Pete Zeidner’s autobiography, *“It Sucks to be a Gimp: Pedaling to Freedom”*. The quick, inspirational read is available on the Foundation’s website, www.pedal-with-pete.org, or on Lulu or Amazon.

Pete’s book will also be on sale at the 15th Annual Pedal-with-Pete, Columbus event in on July 30th at Hilliard Darby High School, where 1000 participants of all ages and all abilities will ride, walk, or play for cerebral palsy research.

Pete’s story, showing his frustrations combined with his joys of accomplishment, is the perfect way to celebrate and commemorate the \$1,000,000 achievement of the entire Pedal-with-Pete family. Pete’s story explains the drive and determination behind the \$1,000,000, and the cause of CP research: that drive comes from Pete and the many people involved who have CP.

Peter Zeidner was born in Cleveland, Ohio in 1958 with cerebral palsy (CP), a neurological disorder that affects speech and mobility. His childhood was challenging with the physical impacts of CP. The muscle spasticity that Pete was born with made it difficult for him to walk, to feed himself, to get dressed, and to perform simple hygiene. For years, Pete endured a very spartan-like daily exercise program designed to help him live with CP. In school he strived to compete and socialize with children who did not have CP. Pete experienced the humbling experiences of being “different.”

But Pete also experienced the true joy of developing friendships and having success in everyday life through family, school mates, and teachers. Pete also found a source of freedom—riding his three wheel bicycle for hours and hours on his parents’ driveway!

In 1980, Pete was accepted to and enrolled at Kent State University, and in 1986 he graduated with a Bachelor’s Degree in Marketing. Pete was the only disabled person in his social circle, and he began to recognize that his disability was a non-issue for the first time in his life. He worked with his professors and fellow students as an equal partner and contributor. Pete further pursued his passion for bicycling by

riding longer and longer distances—sometimes up to 50-60 miles in a day!—in spite of the challenges imposed by CP. Pete also developed many new relationships, helping him to experience some of the rites of passage to being an adult.

In 1989, Pete decided that he wanted to make a real difference by riding across the United States to raise awareness of CP and money to support CP research. An estimated 800,000 persons in the US have CP, yet progress in treatments and improving CP patients' lives remained slow! In 1993, Pete established a non-profit organization; the Pedal-with-Pete Foundation (PwP), dedicated to the prevention and treatment of CP through the medium of his beloved pastime, bicycling. Pete's goal was to raise \$1,000,000 for CP research. The first Pedal-with-Pete Event was held in Kent, Ohio in 1995 and the fundraising (and fun-raising!) of annual rides has continued annually ever since.

Sadly, in 1999, while riding in the Greater Ohio Bicycle Adventure (GOBA), Pete was involved in a serious downhill crash that resulted in him becoming a hemiplegic. In addition to having CP, Pete's right side had become extremely weak. His life changed forever, and his plan to ride across the country was no longer a possibility. With unstoppable commitment, however, under Pete's continuing leadership, PwP continued to grow. Annual rides were added in Emmetsburg, Iowa and in Columbus, Ohio.

In late 2015, the Pedal-with-Pete Foundation reached Pete's original goal—a cumulative total of >\$1,000,000 raised for CP research! PwP has funded research projects focused on CP in the US, Canada, Europe, and India. A few of the funded research institutions include Nationwide Children's Hospital (Columbus, Ohio), the Cleveland Clinic, Cincinnati Children's Hospital, Indianapolis Children's Hospital, MIT, and Harvard Medical School. With Pete's vision some exciting progress in CP clinical care has been and continues to be made based on research from PwP funding.

And this year, Pete completed his autobiography—a candid and inspiring book about his life. The book, *"It Sucks to be a Gimp: Pedaling to Freedom"*, will make you laugh and cry, and make you think about how much you can accomplish when you put your mind and spirit into something—even if you face physical challenges! Pete's book can be ordered through the PwP website (www.pedal-with-pete.org), Lulu, or Amazon.

When you read the book or come to the Pedal-with-Pete, Columbus event, you'll be joining in the celebration of that first \$1,000,000 raised—and joining in the fun as PwP continues to raise awareness of and funding for CP for years to come!

IF YOU COME:

Pedal-with-Pete, Columbus

Come ride, walk, or play for cerebral palsy research! This low-cost, high-fun event is geared for people of ALL ages and ALL abilities!

When and Where: Saturday, July 30th, Starting and Ending at Hilliard Darby High School. Kids register for \$10. Adults Pre-Register at www.pedal-with-pete.org/events/columbus-oh for \$35, or \$50 day-of-event. Adults who participate only to accompany their child at the Kid Fest may participate free of charge.

Donations: Part of your registration fee supports CP research. Donations are encouraged but not required. www.pedal-with-pete.org/events/donate

Cycling Routes: No mass start. Riders start between 7:00 AM and 9:15 AM. 7 loop-route options: 7, 18, 32, 47, 64, 80, or 100 miles. The shortest route, 7 miles, is completely on bike paths. Other routes include country roads. The two longest routes get into some hills.

Walking Route: Mass start at 9:30 AM at the school. 2.5 miles through a Park. Route is completely paved, and cutoffs are available.

KID FEST: From 10:30 to 12:00, All-Wheels Parade; One-on-One Races; Celebration of the donation of specially adapted bikes for kids with cerebral palsy. Join the Kid Fest after your walk or ride, or, just join the Kid Fest!

Services / Extras: PwP is a full-service event with food galore, a post-event cook-out, door prizes, entertainment, supported & well-marked routes, and friendly volunteers.

Pedal-with-Pete Foundation is a philanthropic organization, dedicated to raising funds for research to improve the quality of life for persons with cerebral palsy. Our Vision is a World where every individual impacted (child and adult) by CP can reach their fullest potential in life. The Foundation's community of volunteers work to raise funds for cerebral palsy (CP) research through bike rides and walks. Established by Pete Zeidner, who has CP, in Kent, Ohio, these events have spread to Columbus, Ohio and Emmetsburg, Iowa. Through these events, grants of approximately \$50,000 per year are awarded to researchers to further their work developing treatment for CP, research that is truly making a difference for people with cerebral palsy – 800,000 in the US alone. For more information, visit www.pedal-with-pete.org.

###