

For Immediate Release

The Specialized Foundation Partners with Boys & Girls Clubs of America

Throughout the holiday season, children's bikes will be donated to Boys & Girls Clubs affected by recent natural disasters

MORGAN HILL, Calif., November 30, 2017—The Specialized Foundation is giving back this holiday season through a one-for-one donation program to Boys & Girls Clubs of America. For every Specialized Riprock, Hotrock, or Hotwalk purchased in the USA, from December 1st to December 25th, The Specialized Foundation will match and donate a bike to Boys & Girls Clubs affected by recent natural disasters, including the wildfires in Northern California, and hurricanes in Texas, Florida, and Puerto Rico.

“We have seen, firsthand, the power of the bicycle with children and want to help put smiles on their faces this holiday season. In addition, we hope the bike will serve as a tool to help these kids live healthier, more active lifestyles,” said Ted Theocheung, CEO of The Specialized Foundation.

The Specialized Foundation hopes to meet the goal of 1,000 bikes donated to Boys & Girls Clubs. In addition to the bikes, helmets will also be donated to ensure kids have a safe riding experience.

“It’s important to provide support to kids and teens who need us most throughout the year, but especially during the holidays,” said Chad Royal-Pascoe, National Vice President of Corporate and Cause Partnerships with Boys & Girls Clubs of America. “Thank you to The Specialized Foundation for providing new bikes to Boys & Girls Club members, making a difference in the lives of so many this holiday season.”

Additional Resources:

To find out more about The Specialized Foundation, visit the [website](#). Follow The Specialized Foundation on [Facebook](#), [Twitter](#), and [Instagram](#) to join the conversation.

About The Specialized Foundation:

The Specialized Foundation was established in 2015 with the intention of introducing students to cycling's positive effects on academic performance, health, and wellbeing, with a focus on students with learning differences like ADHD.

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