



MEDIA RELEASE

For Immediate Release
July 4, 2018

Home Hardware Building Centre's Bike Up Northumberland is back!!

NORTHUMBERLAND COUNTY - Today, organizers announced Home Hardware Building Centre will return as the presenting sponsor of ***Bike Up Northumberland***. And leading the way will be former Cobourg Mayor, Peter Delanty, an avid cycling enthusiast who is encouraging everyone to join him in taking up an active lifestyle.

First introduced in 2015, *Bike Up Northumberland* is a charity cycling ride along the scenic Waterfront Trail. To be held Saturday, September 15th, the initiative benefits both Campbellford Memorial (CMH) and Northumberland Hills Hospital (NHH) Foundations. Over the past four years \$130,000 has been raised through sponsorship, registration and donations.

“Our partnership with Home Hardware Building Centre is a true testament to the community leaders that live and work in our communities,” says John Russell, Executive Director of CMH Foundation. “We are very humbled to be the beneficiaries of their continued support.”

This title sponsorship includes significant support from the Cobourg Home Hardware Building Centre location at 650 Division Street, as well as the Port Hope, Colborne, Campbellford, and Brighton Home Hardware stores.

“We are proud to sponsor this event and encourage riders to participate in order to invest in new medical equipment, together as a community, we can do so much more.” says Brad O’Neill, owner of Home Hardware Building Centres in Cobourg, Port Hope and Newcastle.

New! Ride for the Jersey!

Ride for the Jersey is a new feature introduced for the first time this year. Any participant who raises \$300 or more will receive an official Bike Up Northumberland riding jersey post event.

Register by July 31st and take advantage of the early bird registration at \$40 per rider. After July 31st registration will be \$50 and also this year a special family rate of \$50 up to two adults and three children.

Also new to the ride this year we will have a honorary lead cyclist – former Mayor Peter Delanty. Mr. Delanty is an avid cyclist and will lead the group at the starting line this year.

Registration is now open at www.bikeupnorthumberland.ca or through contacting either CMH or NHH Hospital Foundations.

For more information, email Natasha Jacobs at njacobs@nhh.ca or Catherine Holt at cholt@CMH.

-30-

About Bike Up Northumberland

Bike Up Northumberland is a charity ride that was first introduced in 2015 in support of our hospitals in Northumberland County. It is a joint-event benefiting Campbellford Memorial Hospital Foundation and Northumberland Hills Hospital Foundation and funds raised are equally distributed to both Foundations to support the purchase of priority medical equipment. In the past three years, over \$130,000 has been raised through registration and donations.

The cycling route follows the scenic Waterfront Trail from Cobourg's Donegan Park to Presqu'ile Park in Brighton. As a rider you can choose from one of five distances (5 km, 10 km, 25 km, 50 km and 100 km). There is a registration fee, but we also encourage riders to set a fundraising goal for themselves to support our community hospitals. All ages and cycling abilities are welcome.