



MEDIA RELEASE

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FOR IMMEDIATE RELEASE
September 29, 2010

BIKE-WALK ADVOCACY GROUP TO HOST FUNDRAISER FOR INJURED CYCLIST

Wichita, KS – September 29, 2010 The Bike\Walk Alliance-Wichita advocacy group will host a fundraiser for injured Spanish cyclist, Diego Ballesteros. *Kansas Safe Cycling, a fundraiser for the Diego Ballesteros Benefit Fund*, will take place at Heroes Sports Bar and Grill on Saturday, October 16th, from 1pm to 4pm, and will include a group bike ride beginning at 11:30am from Heroes. Heroes is located at 117 N. Rock Island St., Wichita, KS, in Old Town.

The public is invited to attend the event, where there will be an update on Ballesteros' recovery, information on cycling laws in Kansas, a silent auction, and food and drink specials.

A suggested donation of five dollars is requested, but contributions of any amount will be accepted. All proceeds will go directly to the Diego Ballesteros Benefit Fund, which was set up to help Ballesteros repay medical bills and expenses, and help fund any future expenses he will incur during his recovery.

About Diego Ballesteros

Diego Ballesteros is a 36-year old, world class Spanish cyclist that was participating in a race across America when he was suddenly hit from behind by a distracted motorist on a highway near Wichita, KS. In July 2010, after three and a half weeks of surgeries and rehabilitation in a Wichita hospital, Ballesteros was able to fly to his native Spain to continue his recovery. The lack of adequate insurance coverage by the driver of the vehicle and the race team left Ballesteros with medical bills and expense that will take years to pay back. Ballesteros is facing years of rehabilitation as he is currently paralyzed from the waist down. Donations can be sent directly to: The Diego Ballesteros Benefit Fund, Carson Bank, 4641 E. Douglas, Wichita, KS 67218.

About the Bike\Walk Alliance-Wichita

The Bike\Walk Alliance-Wichita (BWA-W) was created in early 2010 to align cyclists, runners and walkers in and around Wichita for the common purpose of promoting active transportation through advocacy, public education and collaboration. BWA-W is a not-for-profit group of volunteer advocates and donors with a common vision: Wichita will value bicyclists, runners and walkers and create safer places for both recreation and active transportation. Visit <http://bikewalkalliance-wichita.org> for more information.

The Bike\Walk Alliance-Wichita is **NOT** currently a registered 501(c)3 non-profit organization. While it is in the future plans of BWA-W to apply for official non-profit status with the IRS and the US Dept. of Revenue, donations or contributions made to the Bike\Walk Alliance-Wichita are currently NOT tax deductible.