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For Immediate Release

**AUSTIN CELEBRITIES RALLY CYCLISTS
TO JOIN IN SUPPORTING EDUCATION CHARITY MARCH 10**

Austin, TX—February 10, 2010—Bicyclists of all kinds can join VIPs including Governor Rick Perry and six-time Tour de France rider and U.S. National Champion Kevin Livingston in the Rise Across Texas Challenge Celebrity Bike Ride to be held in Austin March 10, 2010.

Texas celebrities, state-elected officials, and media personalities will lead a pack of bicyclists along a 16-mile fun-ride that begins in southwest Austin, winds through scenic Hill Country terrain, and finishes at the Salt Lick restaurant in Driftwood.

The Celebrity Ride, a one-day, non-competitive paced event complete with police escorts, is open to the public.

The Celebrity Ride invites the Austin community to gather in support of the 20 cyclists participating in the Rise Across Texas Challenge, an 850-mile bike ride from Orange to Presidio, as they pedal through Austin. The Celebrity Ride and the Challenge both benefit the Rise Schools of Texas, which provide early childhood education services to children with special needs as well as their typically developing peers.

Prior to the ride, Austin businessman Steve Hicks, founder of the Rise Across Texas Challenge, will host a lunch at the Rise School of Austin. Celebrity cyclists slated to ride include MIX 94.7's J.B. Hager, Bob Cole of KVET's Bucky and Bob, NPR correspondent John Burnett, and Texas Monthly editor Jake Silverstein.

All events are open to the public. Participation is \$100; proceeds benefit the Rise Schools of Texas. Each participant can create his or her own rider page to help raise money for the Challenge. All registered riders who have raised \$1,000 by March 10 will be entered in a raffle to win a \$5,000 Mellow Johnny's gift certificate. To register for the Celebrity Ride please visit riseacrosstexas.org or contact Rachel Stanbery at rachel@jhlcompany.com.

For more information on the Rise Across Texas Challenge, please visit riseacrosstexas.org

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