

For Immediate Release

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**CYCLISTS WILL PEDAL 850 MILES ACROSS TEXAS
in the RISE ACROSS TEXAS CHALLENGE**

**Lance Armstrong is Honorary Captain,
Mack Brown and Gene Stallings Honorary Coaches**

Austin, TX—October 29, 2009—To celebrate his 50th birthday Austin businessman Steve Hicks hosted 100 friends at a Caribbean getaway; Jimmy Buffet and the Beach Boys entertained. Hicks turns 60 in February and will mark the milestone in a dramatically different way: rallying 49 people to join him in bicycling 850 miles across Texas.

On March 6, 2010 Hicks and his fellow bicyclists will set out from the Louisiana/Texas border and head west, averaging 60 miles a day. Starting from Orange, they'll wind up in Presidio two weeks later on March 20.

Hicks, owner and executive chairman of Capstar Partners, conceived of the ride, the Rise Across Texas Challenge, as a fundraiser for the Rise Schools of Texas, which educate typical children alongside those with developmental disabilities. Lance Armstrong is the ride's honorary captain; Mack Brown and Gene Stallings are honorary coaches.

Hicks is appealing to riders as determined as he is. "For my 50th I showed lots of people a good time, but for my 60th I want to give something back to the world," he says. "Some adventurous types have already signed on for the full ride. Anyone raising a minimum can join for part of the ride, too."

Proceeds will launch a campaign to build a permanent home for the Rise School in Austin, which currently leases space. Subsequent funds will benefit Rise Schools in Dallas, Houston, and Corpus Christi.

Hicks is not an elite biker—far from it, at least now. When not recruiting sponsors, he's relearning something that one proverbially never forgets. "I got my cycling merit badge as a Boy Scout, and that's pretty much it," he says. "Right now I'm trying to get used to being on the bike without falling." Never fear, though: Kevin Livingston, six-time Tour de France Rider and U.S. National Champion, has agreed to train the riders for their venture.

Towns slated as ride stops include Kountze, Montgomery, Brenham, Bastrop, Austin, Wimberley, Kerrville, Leakey, Brackettville, Del Rio, Sanderson, Marathon, and Marfa.

Event sponsors to date include DMX, Harden Healthcare, LIVESTRONG, Mellow Johnny's, Pedal Hard and TEXAS MONTHLY. Trek Travel is the official bike tour operator.

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

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Note: B-roll footage and photography available upon request.

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**BICYCLISTS WILL PEDAL 850 MILES ACROSS TEXAS
in the
RISE ACROSS TEXAS CHALLENGE**

Austin, TX—March 6, 2010— Today sixteen bicyclists will set off from the Texas-Louisiana border and pedal 850 miles, traveling for two weeks toward their destination of far West Texas in the Rise Across Texas Challenge.

Beginning at the Louisiana border in Orange, the Rise Across Texas Challenge cyclists will bike an average of 65 miles a day for 15 days, finishing in Presidio. Tour stops include Kountze, Montgomery, Brenham, Bastrop, Austin, Wimberley, Kerrville, Leakey, Brackettville, Del Rio, Sanderson, Marathon, and Marfa. The cyclists will finish their journey on March 19.

Motivated by the physical challenge and the desire to see Texas from the seat of a bike, the cyclists are driven even more by the mission of the ride: to raise funds for the nonprofit Rise Schools of Texas.

Steve Hicks, owner and executive chairman of Capstar Partners in Austin, conceived of the Rise Across Texas Challenge as a philanthropic way to celebrate his 60th birthday in February 2010. The Rise Schools of Texas, the beneficiary of the Challenge, provide early childhood education services to children with special needs as well as their typically developing peers. Rise Schools of Texas are located in Austin, Corpus Christi, Dallas, and Houston.

Lance Armstrong is the honorary captain of the Rise Across Texas Challenge and Mack Brown and Gene Stallings are honorary coaches.

Funds raised will support the important therapeutic and educational services offered at the Rise Schools, including physical, occupational, speech, and music therapies.

Event sponsors include DMX, Harden Healthcare, LIVESTRONG, Mellow Johnny's, Pedal Hard and TEXAS MONTHLY. Trek Travel is the official bike tour operator.

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

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