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JoyRide Cycling Studio Raises More than \$53,000 for SpinOdyssey to Benefit Breast Cancer Research
Team JoyRide Named Top Fundraising Team

March 6, 2012 (Westport, Conn.) - JoyRide Cycling Studio and their riders once again proved their fundraising prowess by becoming the top fundraising team for SpinOdyssey 2012 by raising \$53,538 to fight breast cancer. This year's top individual fundraiser was Team JoyRide Member Andrew Beal, who singlehandedly raised \$19,225. The largest indoor cycling charity event in the United States, SpinOdyssey has raised more than \$3 million since its inception in 2000 for breast cancer research and support services for patients and their families.

On Sunday, March 4, more than 500 riders came together at SpinOdyssey to raise \$311,334. Riders had the opportunity to participate for two, four or six hours, while raising money from pledge donors. One hundred percent of the proceeds will benefit the American Cancer Society breast cancer research and Norwalk Hospital's Wittingham Cancer Center.

Team JoyRide consisted of 38 riders committed to making a difference by turning their passion for indoor cycling into a powerful fundraising effort. The team was led by JoyRide Owner and Lead Instructor Rhodie Lorenz of Westport, who has participated in this fundraising event for the past six years. Lorenz was also chosen as an instructor to lead the 500-plus participants during the six-hour event.

"It is an honor to use my passion for indoor cycling and motivating riders for the greater cause of finding a cure for breast cancer," said Lorenz. "I have always believed that indoor cycling has the power to change lives, and at SpinOdyssey I witnessed this on a grand scale. Team JoyRide's energy and enthusiasm blew me away! We were the top fundraising team, and I am so proud that our efforts will fund research to save lives."



JoyRide, the only fitness boutique in Fairfield County dedicated to indoor cycling, or Spinning®, also hosted free endurance training rides for participants to prepare for the ultimate fundraising event.

Last month, JoyRide Cycling Studio raised more than \$37,000 for Cycle for Survival, the national, indoor cycling event that raises crucial funds for lifesaving research on rare cancers. JoyRide's fundraiser was one of 30-plus satellite teams to participate, in addition to the main events in New York City, Chicago, San Francisco, Los Angeles, Washington, D.C. and Long Island. The JoyRide Team raised the most money of any Satellite Team in the world.

About JoyRide Cycling Studio

JoyRide Cycling Studio is the only fitness boutique dedicated to indoor cycling, or Spinning®, in Fairfield County. Known for its cult following and dramatic results, indoor cycling has revolutionized the exercise world. JoyRide's exclusive training method combines core elements of Pilates with top-notch indoor cycling to maximize cardiovascular benefits and burn calories and fat. Riders improve fitness, posture, and mental acuity with the help of specially trained JoyRide instructors who focus on fluidity and body biomechanics during each interval cycling session.

JoyRide instructors expertly choreograph workouts set to heart-pumping and motivating music playlists. In addition to their popular indoor cycling classes, JoyRide offers Pilates reformer sessions, as well as mat Pilates, circuit training and sculpt classes.

JoyRide is located in the new fitness complex at 1200 Post Road East, behind Crate and Barrel, in Westport, Conn. For more information and reservations, please visit JoyRide's web site at joyridewestport.com.

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