



For immediate release:

Ride for Sight in Alberta gives hope to families affected by blindness



May 25, 2009, Edmonton, AB – On June 12th to 14th, hundreds of motorcyclists will gather for the 27th annual Ride for Sight, a motorcycle fundraiser in support of the Foundation Fighting Blindness. On Saturday, June 13th, Edmonton motorcyclists will parade from Cycle Works West, at 8:30 a.m., and ride to the Agricultural Centre Fairgrounds in Olds.

“We encourage everyone who rides a motorcycle and those who don’t to fundraise for this great event and enjoy this amazing weekend celebration in Olds,” says Cam Cowieson, Assistant Chair of Ride for Sight’s organizing committee. “All the money raised goes to the Foundation Fighting Blindness, which is the largest, non-government contributor to vision research in Canada.”

This year’s festival activities include entertainment from The Chevelles and JC Storm, McMorran FMX stunt show, Fun Texas Hold-Em tournament, Bike Show & Shine, Bike Games, Calgary Safety Council Safety Demo, Entertainment provided by JC Storm, Awards and Dinner, Marketplace, Bar and more.

Many Ride for Sight participants, like Harley rider Jerry Kubik, ride in support of a family member affected by vision loss. Jerry’s six year-old granddaughter, Rosie, has Usher syndrome, a condition in which she was born deaf and visually impaired. “I was already fundraising for Ride for Sight because it’s a great event, but when I found out Rosie was losing her vision, the cause really hit home,” said Jerry. “You never expect that someone you know and love will be affected by eye disease, but it can happen to anyone.”

Ride for Sight and the Foundation Fighting Blindness funds groundbreaking vision research to find treatments and cures, at The University of Calgary, University of Alberta, and the University of Lethbridge.

To join Ride for Sight, call 1-800-461-3331 or fundraise online at www.rideforsight.com (click Online Fundraising). Last year, Ride for Sight in Alberta raised just over \$138,000 but it has its sights set higher for 2009. By collecting a minimum of \$50 in donations, anyone can enjoy the Ride for Sight weekend and motorcycle parade for free.

Motorcycle parades on Saturday, June 13th

In Edmonton, the parade departs at 8:30 a.m. from Cycle Works West.

In Calgary, the parade departs at 9:30 a.m. from Deerfoot Mall (NW parking lot).

In Red Deer, the parade departs at 10 a.m. from Turtle Bros. Motorcycle - Hwy. 2 South.

If you prefer not to ride in the parade, travel to Olds from anywhere. Olds is located 5 km west of Provincial Highway 2. Just 90 km north of Calgary; 212 km south of Edmonton; and 62 km south of Red Deer. See www.rideforsight.com for more details.

Ride for Sight Nationwide

Last year, Ride for Sight participants nationwide raised \$1.2 million in donations for the Foundation Fighting Blindness. Alberta supporters accounted for more than \$138,000 of that money. Ride for Sight takes place in eight regions across the country and is the longest running motorcycle charity fundraising ride in Canada. Since it began 30 years ago in Central Ontario, it has raised more than \$17 million.

About The Foundation Fighting Blindness

The money raised goes to the Foundation Fighting Blindness, which is dedicated to funding research into the causes, treatments and cures for retinal diseases that cause blindness such as retinitis pigmentosa, Usher syndrome (deaf-blindness), Leber congenital amaurosis, age-related macular degeneration and other retinal diseases that lead to blindness. More than two million Canadians suffer from retinal diseases.

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