



November 3, 2011
FOR IMMEDIATE RELEASE

CONTACT: Julia Pemberton
Julia@ctchallenge.org
203-856-1801

Brianna Ricks
The Edge Fitness Clubs
bricks@theedgefitnessclubs.com

CT Challenge & The Edge Fitness Clubs Join in Spinathon to Benefit Cancer Survivors

1st Spin CTChallenge is December 4th 2011 from 1:00pm – 4:00pm at the Edge of Fairfield

Fairfield, CT – The CT Challenge and The Edge Fitness Clubs are pleased to announce the 1st Annual *Spin* CTChallenge spinathon. The event will take place on Sunday, December 4th, 2011, from 1:00 PM to 4:00 PM, at the Edge Fitness Club located at 500 Kings Highway Cutoff in Fairfield.

“Spinning is good for your heart. Coupled with a great cause, it touches your heart,” said Brianna Ricks, Group Exercise Director at The Edge. “Cancer affects everyone in some way. Whether it’s a loved one, a friend or a co-worker. We are very excited to be hosting an event that will benefit cancer survivors and raise funds to support programs that help them get their lives back after fighting a devastating disease.”

“We are excited and very grateful that The Edge Fitness Clubs is hosting the first *Spin* CTChallenge,” stated Bob Mazzone, Executive Director of the CT Challenge. “We look forward to reaching indoor cyclists in much the same way we reach outdoor cyclists each summer: With a meaningful, memorable and fun event that gives people an opportunity to spin for the cancer survivors in their lives. We hope *Spin* CTChallenge is the start of a wonderful annual tradition at The Edge.”

Funds raised from *Spin* CTChallenge will support the unique cancer survivorship programs of the CT Challenge, including the CT Challenge Center for Survivorship, scheduled to open in Southport, CT in 2012. Each year, thousands of cancer survivors benefit from survivorship programs around the state, funded by the CT Challenge, that help them to live healthier, happier and longer lives.

Registration for *Spin* CTChallenge is limited to the first 200 participants. Register online at www.spinctchallenge.org. Registration is \$25. The minimum donation is \$75. Once registered, participants will receive a personal *Spin* CTChallenge webpage to help with their fundraising.

For more information on The Edge Fitness Clubs or to print a trial guest pass, log onto www.theEDGEfitnessclubs.com

About the CT Challenge: The Connecticut Challenge was founded in 2005 with a mission to empower cancer survivors to live healthier, happier and longer lives by creating and funding unique survivorship programs, offering credible resources and building a community of support. The organization currently supports survivorship programs throughout the state impacting the lives of thousands of cancer survivors each year. The website is a resource where survivors can learn about the issues they may face and locate programs and services that can help them. To date more than \$6 million has been raised to support survivorship programs for cancer survivors. www.ctchallenge.org