



For Immediate Release

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***BMW of Bridgeport Sponsors CT Challenge Bike Ride
7th Annual Event Funds Survivorship Programs Throughout Connecticut***

(Stamford, CT) The CT Challenge is pleased to announce BMW of Bridgeport as a corporate sponsor of the 7th Annual CT Challenge Bike Ride. The Ride takes place July 30, 2011 on the grounds of the Fairfield County Hunt Club in Westport, CT.

BMW of Bridgeport has been a supporter of the CT Challenge since 2005 and company president Mitch McManus calls it one of the best community events his company has been involved in. “So many of us have been touched by cancer or by people who survived it. My mom passed away from cancer in her early 50s in 1988, and my stepmother is a survivor. I have other family members and friends who have been affected by it, too.”

McManus also points to the mission of the CT Challenge as a primary reason for BMW of Bridgeport’s longstanding support for the event. “It’s unique in that rather than just giving the money to cancer research like a lot of events do, this had kind of a different angle,” he said. “It benefits cancer survivors in the community, those people who are obviously dealing with the side effects from their treatment. That’s the main reason I’m involved. Obviously it’s a great organization and it supports the community. That hit home with me.”

“The CT Challenge has no finer or more loyal partner than BMW of Bridgeport and we are delighted to have their support again in 2011,” said Bob Mazzone, Executive Director. “BMW provides the CT Challenge with financial support, marketing support and - equally exciting - Team BMW, their growing team of cyclists who ride and raise money in the CT Challenge. BMW is truly helping the CT Challenge “Drive Survivorship Forward”.

1,000 riders will be cycling on July 30th to support the cancer survivors in their lives! The ride has something for everyone, riders of all ages and abilities, from the leisure to the serious cyclist. Ride as an individual, start a team or join a team. Participants choose their distance: 10, 25, 50, 75 or 100 miles through beautiful Connecticut countryside. Learn more at <http://bike.ctchallenge.org>

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About the CT Challenge: The Connecticut Challenge was founded in 2005 to create supportive care resources for cancer survivors. The organization currently supports survivorship programs throughout the state through the CT Challenge Survivorship Network. The CT Challenge also provides research grants, sponsors an annual summit for medical professionals and promotes survivor education and awareness events. The website is a statewide resource where survivors can find out about the issues they may face and locate programs and services that can help them. To date more than \$5 million has been raised to support survivorship programs, positively impacting the lives of thousands of CT Cancer survivors.