

Pickens County Meals on Wheels  
P.O. Box 184  
Easley, SC 29641  
[www.pcmow.org](http://www.pcmow.org)

*Mission: Pickens County Meals on Wheels exists to combat the effects of hunger, loneliness and isolation on those living in Pickens County, and to provide a lifeline through the use of caring volunteers.*

## News Release

### FOR IMMEDIATE RELEASE

**Date:** January 31, 2011

**Contact:** Meg Benko  
Executive Director  
855-3770, Ext. 107  
[meg@pcmow.org](mailto:meg@pcmow.org)

### ANNOUNCING MEALS ON WHEELS CHARITY RIDE

Pickens County Meals on Wheels will roll out a new signature event this year at the Azalea Festival in Pickens, S.C. The non-profit, 501 (c) (3) will host its first bicycle ride called, “Pedal Pickens County – Meals on Wheels Charity Ride.” At 8 a.m. on Saturday, April 16<sup>th</sup>, cyclists of all levels will leave the festival from Griffin Street, one block from Main, to pedal the foothills of Pickens County. Riders will choose from distances of 10 miles, 25 miles, 40 miles and a Metric Century tour. A police escort will get the riders started then cyclists will follow the rules of the road. Four SAG stops are planned that will have free water and snacks to re-fuel the riders as they push to complete the ride of their choice.

This first time fundraising event will replace the Chili Cook-Off that Meals on Wheels hosted at the festival for the past three years. “We were looking for a signature event that we could grow every year, and this seemed to be it,” stated Meg Benko, executive director for the organization. Cost of the race ranges from \$15 to \$55 for the Metric Century. Kiddie sprints for children under 10 will be offered at 10 a.m. for a donation. Safe Kids Upstate will provide safety education, goodies for the young racers and fit the first 25 with a free helmet.

Courses were designed by Rick Ramos of The Great Escape. Ramos included portions of the beautiful Eastatoe Valley and Ceasar’s Head in the challenging Metric Century tour. You can view route maps at [www.pcmow.org](http://www.pcmow.org), and register online at [www.active.com](http://www.active.com). The Great Escape will be providing SAG support and a mechanic. Pickens County Meals on Wheels is seeking additional sponsors and volunteers to help with the event. Please call the Meals on Wheels office at 855-3770, Ext. 107 to help.

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