

Katherine Strawser

From: Tour de Keuka | Food Bank of the Southern Tier <kstrawser@feedingamerica.org>
Sent: Wednesday, July 12, 2017 5:49 PM
To: Katherine Strawser
Subject: 10 Days to Go! Why do you Ride?

Why do you ride? Share stories, raise funds, get ready for TDK on July 22nd!

foodbank
of the Southern Tier

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Hello Katherine!

It's almost time to hit the road! With Tour de Keuka in 10 days, it's important to take time to think "why do I ride?". Meet some fellow cyclists below:



Meet Randy Rhoads - Riding in Jenny's Memory

Randy, and his wife Jenny who passed earlier this year, chaired Tour de Keuka from 2003-2016 as a way to share their love of cycling, promote the beauty of the Finger Lakes, and give back to the community. Randy shares "Jenny adopted the Food Bank as her charity." In that time, Tour de Keuka raised more than \$500,000 for area charities.

We are deeply grateful to Jenny and Randy for their dedication to the Food Bank, and we're saddened at the thought of Jenny not being at Tour de Keuka this year. This year, the Tour de Keuka committee is remembering Jenny with the 45 mile Jenny Rhoads Around the Lake Ride - Jenny's favorite route. Her family, led by Randy, has created TEAM JENNY to ride the 45 mile route. [read more...](#)

Meet Ken Ryan, Food Bank staff member - Riding for a Healthy Heart

Ken has been cycling for almost 10 years. In all that time, the only thing that kept him away from his bike was mitral valve repair surgery—and he credits his quick post-surgery recovery to cycling. "Cycling has helped me to think healthier, eat healthier, and just take care of myself," explains Kenny.

This will be Kenny's second year participating in Tour de Keuka, but his goal of feeding people hasn't changed. He's riding the 58 mile route to raise \$1,800 for kids in the Food Bank's Backpack program! [Read more...](#)

Stacey Esslinger - Riding for Family and Happy Bellies

Cycling is a family affair for Stacey Esslinger, husband Jason, and daughter Eliza. Stacy hadn't ridden a bike since high school, but she started cycling in 2015 when her husband, Jason, began biking to work.

Their family participated in Tour de Keuka in 2016, and they're proof that cycling with children is a great way to spend time together. "Although Eliza makes the ride a bit more work, it's a lot of fun with her on the bike," explains Stacey. Stacey, Jason and Eliza's team is Felicem Ventri, which means "happy belly" in Latin. [Read more...](#)

Margaret Johnson, Avid Cyclist and Tour de Keuka committee member

Margaret has been a cyclist for many years and first participated in Tour de Keuka three years ago after a friend encouraged her to try it. She loves the feeling of freedom and happiness that cyclist gives her. She got more involved with Tour de Keuka as a committee member last year and provides marketing and outreach assistance to help more riders like her, as well as younger cyclists, and join.

Margaret looks forward to riding in Tour de Keuka each year with her son Nathan and is a vocal fan of the ride to anyone she meets. "I thought if I'd seen one Finger Lake, I'd seen

them all, but not so. Keuka is a real gem! I hope more and more people in the Food Bank's service area will come enjoy this beautiful ride." [Read more...](#)

SHARE YOUR STORY!

Keep fundraising to participate, earn a jersey, and help more people in need by sharing your story of #WhyIRide!

GET SOCIAL!

Follow the Food Bank's Instagram and Tour de Keuka's Facebook page for updates and share your photos of the day!

Use tags @tourdekeuka @foodbankstier and tag #TDK17 and #ridetoendhunger so we can be part of your day!

New this year - we have a [SELFIE WALL](#) sponsored by Mercury Corporation for you to take pictures in front of with your family and friends!



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ROUTES

Check out the routes and know where you are going. We will be sure to have each route marked, and we will provide route details on ride day for your GPS.

- [Marion Decker Farmers Insurance Century Ride 100 Miles](#)
 - [Mengel Metzger Barr Bluff Ride 58 Miles](#)
 - [Jenny Rhoads Memorial Ride 45 Miles](#)
 - [Family Ride 16 Miles](#)
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DID YOU MISS LAST WEEK'S EMAIL?

[Click here](#)

TRAINING RIDE OPPORTUNITY

Gearing up for the 16.4 mi Family Ride? Test it out in advance with one of our TDK cyclists!

When: July 15, 9:30 a.m.

Who: All registered riders planning to do the 16.4 mile route. Parents with young children are especially encouraged to take this opportunity do a test run on the route.

Where: Meet at Hammondsport Fire Department parking lot

Led by Margaret Johnson, member of the Tour de Keuka committee. Please rsvp to margaretalicejohnson@gmail.com (607) 227-8315 at least 24 hours before the ride if you plan to come.

A special thank you to our sponsors:

Ben & Jerry's, Brewery of Broken Dreams, Burgers & Beer, Corning Bike Works, Corning Catering, Finger Lakes Sign & Design, Geneva Bicycle Center, Hammondsport Fire Department, Keuka Peaceful Roots, Kingsbury's Cyclery, Lakewood Vineyards, Marion M. Decker Agency - Farmers Insurance, Mengel Metzger Barr, Mercury Corporation, New York Sport and Fitness, Oswald Cycle Works, Seneca Physical Therapy of the Finger Lakes, Stan's No Tubes, The Bike Rack, Weaver's Bicycle Shop, Wegmans & Wheels Unlimited

Help spread the word! If you registered others or children, please share this information with them. See you on the 22nd!

You're receiving this email because you've registered for the 2017 Tour de Keuka charity cycling event to help end hunger in our communities.

To find out more visit tourdekeuka.com

Have questions that haven't been answered on our FAQ page? [Contact Katie](#)

Tour de Keuka | Food Bank of the Southern Tier



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