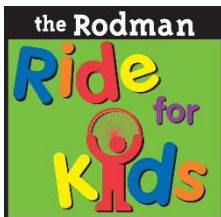




**Saturday September 23<sup>rd</sup>, 2017 – Foxboro, MA**

**Support Big Brothers Big Sisters by riding 25, 50 or 100 miles in the Rodman Ride for Kids on September 23<sup>rd</sup>!**

**100% of proceeds raised, plus a 3% match by Rodman for Kids, go directly back to support the Big Brothers Big Sisters. Last year, Big Brothers Big Sisters raised nearly \$115,000. Be a part of something BIG!**



## **About the Rodman Ride for Kids**

Since its inception in 1991, the Ride for Kids has raised over \$82 million to help at-risk children in Massachusetts. The Rodman Ride for Kids is an umbrella matching gift charity raising funds for youth-focused social service organizations that support at-risk children in Massachusetts. As the #1 single-day athletic fundraiser in the United States, the Ride provides child welfare charities an opportunity to raise funds through this event. The expenses associated with the Ride for Kids are all underwritten by Rodman Ford, specifically Big Brothers Big Sisters of central Mass/Metrowest.

## **All Riders Receive:**

- T-shirts for **all riders** and official **BBBS jerseys for riders who raise \$1,000+**
- An easy-to-use website to share your story and track your personal fundraising progress
- The Big Brothers Big Sisters team who will help you every step of the way with your fundraising efforts
- A complimentary BBQ with free beer at the finish line for you and your family and friends
- All fitness and ability levels are welcome!

## **Join Us Today!**

Want to learn more about how you can make a BIG difference for kids in our community by riding your bike?  
**Contact Jackie Lyon to learn more about getting involved.**

**[Jackie.Lyon@bbbscm.org](mailto:Jackie.Lyon@bbbscm.org) | (508) 752-7868 ext.16 | [bbbscm.org/rodman](http://bbbscm.org/rodman)**