24-Hour Charity Cycling Event Breaks Million-Dollar Mark Two Years in a Row

CHARLOTTE – 24 Hours of Booty, Inc., which runs the Official 24-Hour Cycling Event of the Lance Armstrong Foundation and the only 24-hour road cycling charity event in the country, today announced that it has raised more than $1 million from this year’s events in Charlotte, N.C. and Columbia, Md.

“We are very excited about reaching this milestone for the second year in a row, especially considering the economic challenges this past year,” said Basil Lyberg, executive director of 24 Hours of Booty. “We are grateful to the continued outpouring of support from our riders and supporters in helping us fund cancer research and programs both nationally and locally. Together we are making a tremendous difference in the fight against cancer.”

In 24 Hours of Booty’s eight-year history, more than 6,000 riders have raised more than $3.7 million. This year’s event in Charlotte included 1,200 riders from 24 different states, and more than 250 volunteers. The Ninth Annual 24 Hours of Booty in Charlotte is scheduled for July 30-31, 2010 from 7 p.m. to 7 p.m. at Queens University of Charlotte.

About 24 Hours of Booty
24 Hours of Booty, Inc. is a registered 501(c)(3) non-profit charity located in Charlotte that provides extraordinary cycling events that are safe, fun, and open to all levels of cycling ability. Its mission is to conduct 24-hour cycling events that increase public awareness, funds, and support for the Lance Armstrong Foundation and local cancer organizations. Local organizations include The Keep Pounding Fund at Carolinas Medical Center and the Brain Tumor Fund for the Carolinas in Charlotte, and the Ulman Cancer Fund for Young Adults and Johns Hopkins Medicine in Columbia, Md. http://www.24hoursofbooty.org/

Get updates and the inside scoop about 24 Hours of Booty! Follow us on Twitter at www.twitter.com/24hoursofbooty and become a 24 Hours of Booty “fan” on Facebook.

About the Author

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