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## **KENDA PRO CYCLING TEAM ANNOUNCES FORMAL PLAN TO PARTICIPATE IN THE 2010 TX TOUGH FUND-RAISING CAMPAIGN**

*TX TOUGH inspires Pro Cycling team to join in the effort to make a difference for kids  
and families at Children's Medical Center!*

**DALLAS** – (November, 2009) – The Kenda Pro Cycling Team presented by GearGrinder, a licensed UCI Continental (Professional) cycling team, announced Monday its plans to participate in the 2010 TX TOUGH fund-raising campaign exclusively benefiting Children's Medical Center.

Owner and General Manager Chad Thompson, started the professional cycling team from humble beginnings as an "elite" amateur program in 2005 and quickly built what is now promising to be one of the top domestic professional cycling teams in the U.S. Following the team's visit to Dallas to contest the 2009 TX TOUGH GRAND PRIX II, Inferno Racing LLC (run by Thompson) decided Kenda Pro Cycling presented by GearGrinder would become more involved and participate in TX TOUGH's fund raising campaign for Children's in support of the Emergency Medical program.

"I see the same passion from Geoff Godsey and others involved in organizing TX TOUGH that my staff and I have for what we do." said Thompson. "They are committed and focused on helping kids and their families treated in a broad range of areas at

Children's Medical Center and that is something I wanted to personally get involved with, and want our entire team involved with.”

Joining Thompson's staff in 2010 is American cycling legend and 9-time Tour de France veteran, Frankie Andreu. Andreu will serve as the new Director Sportif bringing a wealth of experience, relationships and leadership to the team as well as the new initiative.

“Chad and I have been talking about my coming on board for several years now and decided this year the timing was right. When I had the opportunity to join Chad's program, as well as be on-hand in Dallas at this past years event discovering what it was all about, I had no reservations when Chad expressed interest in making this a focus of the organization in 2010.” said Andreu.

“Geoff's enthusiasm and drive is very contagious and I am excited about supporting his effort and the efforts of our other riders that will far surpass anything they accomplish on the bikes,” said Andreu. “Our athletes will be doing something wonderful for the kids and families treated at Children's that need their support.”

Kenda's announcement comes with perfect timing as TX TOUGH organizers are in the final stages of development preceding the launch of a new fund-raising platform that will be used by campaign participants beginning next month. It promises a user friendly interface and additional fundraising tools to aid the more than 1,600 people currently engaged in the fund- raising campaign.

TX TOUGH was launched in 2008 to provide individuals and families a vehicle they could use to support specific critical care and/or research programs at Children's most important to them. Children's is the 4th largest pediatric specialty hospital in the US providing kids and their families, from all over, critical/specialty care in their greatest time of need. The Kenda Pro Cycling team and its athletes will help spread the message of hope while at the same time encouraging others to either donate or join the “Pin-striped Posse©” and actually be a part of the Kenda's fund-raising efforts.

“I am really excited about Chad, Frankie and the entire team's decision to get involved, to make a difference, and that I personally have the opportunity to be a part of the team in 2010” said Godsey, Executive Director of TX TOUGH and the TX TOUGH GRAND PRIX, who will also be competing as well. “This team has an incredible mixture of accomplished veterans that are great leaders: Phil Gaimon, Chad Hartley, Johnny Sundt, Scottie Weiss, Chad Burdzilaskas, and Stefano Barberi, who is returning to the pro peloton in 2010. Add to that neo pros Nick Keough, Rob Bush and Superweek amateur sensation James Stemper. I think they are going to inspire others to get involved in something that is bigger than themselves,” said Godsey.

Each individual that signs up to participate in the TX TOUGH fund-raising campaign is pledging to raise a minimum of \$300 (total) ending November 15th, 2010. TX TOUGH's

campaign is unique because 100% percent of the money raised goes directly to Children's Medical Center, in support of the specific program, services, clinics or disease research program designated by the individuals who raised the money.

Beginning this December, be on the lookout for the new 2010 TX TOUGH campaign site and be a part of the Kenda Pro Cycling Team's "Pin-striped Posse©" and help them raise money in support of the Emergency Care program at Children's. For more information and a full schedule of events visit [www.kendapro cycling.com](http://www.kendapro cycling.com) or [www.txtough.org](http://www.txtough.org) in the coming months.

## **ABOUT TX TOUGH**

TX TOUGH is a pledge-based fund-raising campaign designed for people of all ages for the exclusive purpose of supporting Children's Medical Center. Individuals are organized in teams and have the opportunity to participate in a variety of events through the year as part of the fund-raising campaign. Events include a walk/run, family bike ride and the opportunity to watch a professional bicycle race. Participants can be a part of one, two or all three events.

Each fund-raising team chooses the program, service, clinic and/or research program that inspires them in order to help kids that are dealing with important issues today and prevent kids from dealing with those same issues in the future. TX TOUGH is more than staying active and raising money; it's about being a part of something larger than yourself, and making sure kids have the critical, specialty care in their greatest time of need. For more information, visit [www.txtough.org](http://www.txtough.org) or call (214) 526-9712.

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