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Lone Star Ride Fighting AIDS Partners with City of Irving for 2012 Ride Season

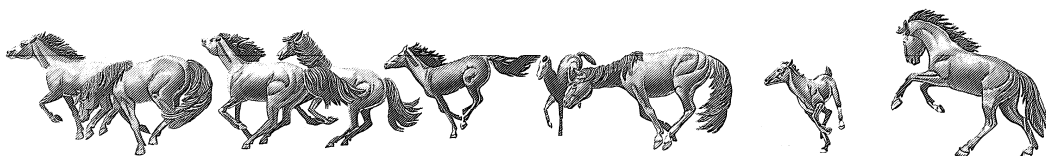
Event launch celebration on April 29 at the Irving Convention Center at Las Colinas

IRVING, Texas (April 13, 2012) – The Lone Star Ride Fighting AIDS (LSRFA) partners with the City of Irving to present the 12th annual LSRFA cycling event on Sept. 29 – 30, 2012. More than 400 bicyclists and supporting crew are expected to participate in the 150-mile ride purposed to raise funds for three North Texas HIV/AIDS service organizations – AIDS Services of Dallas (ASD), AIDS Outreach Center of Tarrant County (AOC) and Resource Center Dallas (RCD).

LSRFA launches this year's ride with a celebration on April 29 at the Irving Convention Center at Las Colinas from 3 – 6 p.m. Riders and crew (experienced and new) are invited to come with a friend and take advantage of 2012 LSRFA registration discounts. Attendees will enjoy hors d'oeuvres, a cash bar, and live music by the Mojo Dolls on the convention center's outdoor terrace, offering commanding views of both Dallas and Fort Worth skylines.

"We are very pleased to announce the partnership with the City of Irving in 2012 and look forward to beginning and ending our cycling each day of the ride on the Irving/Las Colinas campus of this year's Host Sponsor, Microsoft," said Danny Simpson, LSRFA event co-chair. "Irving officials have been extremely welcoming and helpful. Thanks to their support, I am confident we will offer our riders, crew members and participating sponsors a memorable event this year."

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LSRFA's 2012 route provides an exciting bicycling tour through Dallas and Tarrant Counties, presenting the opportunity for riders and crew to make new friends, while helping North Texans impacted by HIV/AIDS. Since 2001, the LSRFA distributed more than \$2 million to its three beneficiaries.

"The minimum fundraising goal for riders is \$500, although the average Lone Star Rider raises much more," said David Hodge, LSRFA event co-chair. "Our beneficiary agencies use the money raised by LSRFA to provide a variety of services such as meals, housing, education and outreach, dental care, HIV testing, case management, transportation, counseling, and more."

Features of the fully supported ride include pit stops complete with snacks, beverages, bike-tech assistance and massages every 10 to 15 miles. Route crews commit to sustaining riders on the route to ensure their successful participation in the ride.

LSRFA sponsors include Irving-located Microsoft and NYLO Hotel Dallas/Las Colinas; Dallas Voice, GLM Waste Management, Dei Rossi Marketing, Blue Cross Blue Shield of Texas, Merck, The UPS Store at Lemmon Ave., Chef's Produce, Ambient Stage Lighting, Inc., Designkor, and Sherpa Management. Additional Irving partners include the Greater Irving-Las Colinas Chamber of Commerce, City of Irving, Irving Convention and Visitors Bureau, and the Irving Convention Center at Las Colinas.

"This is such a very special event for us and a crucial one to the hospitality industry," said Maura Allen Gast, executive director for the Irving Convention and Visitors Bureau. "We are honored to play a supporting role with LSRFA."

For additional ride and registration details, and to sign up as a sponsor, donor, team, individual rider or crewmember, visit lonestarride.org.

About Lone Star Ride Fighting AIDS

Lone Star Ride Fighting AIDS is a two-day cycling adventure through Dallas/Fort Worth on September 29 and 30, 2012. Now in its twelfth year, LSRFA is an independent, non-profit organization that benefits AIDS Services of Dallas (ASD), AIDS Outreach Center of Tarrant County (AOC) and Resource Center Dallas (RCD). Monies raised by the ride are used by the beneficiaries to offer services including housing, hot meals, food pantries, HIV testing, counseling and other basic needs for more than 20,000 clients with HIV/AIDS in North Texas. A grass roots, volunteer supported organization, LSRFA has donated more than \$2 million to our three beneficiary agencies since 2001. Additional information is available online at lonestarride.org.

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit irvingtexas.com.

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