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Lone Star Ride Fighting AIDS Announces the 20/20 Challenge

Lone Star Ride Fighting AIDS (LSRFA) Launches 20/20 Challenge to Raise \$20,000 in 20 Days

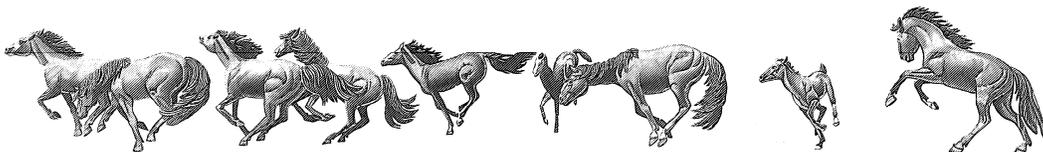
IRVING, Texas (Sept. 11, 2012) – The Lone Star Ride Development Team challenges North Texas businesses and LSRFA supporters to join the fight against AIDS and help raise \$20,000 by Sept. 20, 2012. This 150-mile cycling event raises funds for three North Texas HIV/AIDS service organizations – AIDS Services of Dallas (ASD), AIDS Outreach Center of Tarrant County (AOC) and Resource Center Dallas (RCD).

If LSRFA's reaches the 2012 fundraising goal, \$150,000 will be donated to these life-saving organizations that provide housing, hot meals, food pantries, HIV testing, counseling and other basic needs for more than 20,000 clients with HIV/AIDS in North Texas. Many new sponsors have joined the Ride this year, including Microsoft as host of LSRFA at their facility in Las Colinas, which will be the location for both the event's opening and closing ceremonies.

"We're so close to reaching this year's development goal," said Laura Kerr, LSRFA president.

"We hope to encourage at least 20 more businesses and individuals to join the 20/20 Challenge as a valued sponsor/donor of the *only* 2-day AIDS Ride in Texas."

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Those interested in helping Lone Star Ride reach its 2012 goal are encouraged to take the 20/20 Challenge as a \$1K sponsor/donor of the Ride. Donations can be made online at www.lonestarride.org or checks mailed to: Lone Star Ride Fighting AIDS, P.O. Box 190537, Dallas, Texas, 75219. Contact: Kristi Holman at (214)273-3703 or kholman@sherpamanagement.com. Be sure to mention *20/20 LSRFA Challenge* in online and check memos.

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. Four hundred bicyclists and supporting crew are expected to participate in the 12th annual LSRFA in Irving on Sept. 29 – 30, 2012.

In addition to Microsoft Texas, LSRFA sponsors include *Dallas Voice*, GLM Waste Management, Viiv Healthcare, NYLO Hotels Dallas/Las Colinas, Dei Rossi Marketing, Enterprise Holdings (Alamo, Enterprise, National), Blue Cross Blue Shield of Texas, Merck, Sherpa Management, Richardson Bike mart, PepsiCo, FastSigns Irving/Las Colinas, Ambient Stage Lighting, Designkor, Denbury, Graham and Carolyn Holloway Family Foundation, LabCorp, Chef's Produce, Boehringer Ingelheim, Pride Pharmacy, Uptown Physicians, Doctor EyeCare, Fidelity, Premier Transportation and The Strip on Cedar Springs. 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.

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 sustain riders on the route to ensure their successful participation in the ride. For additional details and to sign up as a sponsor, donor, team, individual rider or crew member, visit the Lone Star Ride website at www.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 www.lonestarride.org.

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