



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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BCFF Announces Opening of Early Bird Registration for 2017 Tiletown Bike Tour

July 9th ride will support local cancer awareness and prevention education

Green Bay, WI—Early bird registration is open for the 2017 for the **17th Annual Tiletown Bike Tour** benefiting the Breast Cancer Family Foundation (BCFF). The Tiletown Bike Tour, being held on Sunday, July 9th is a fun and exciting bicycling event for families and bike enthusiasts of all levels. The event helps raise funds for BCFF, a local non-profit organization that provides educational presentations on cancer awareness and prevention to teenagers in school throughout Northeast and Central Wisconsin.

The bike tour includes a 15K, 35K, 55K, 80K, 100K, and 100-mile century routes. The official start time is between 5:30 a.m. – 9:30 a.m. (riders are asked to start early enough to finish their route by 4:00 p.m.) with the ride start/finish at United Healthcare in Green Bay (3100 AMS Boulevard). Routes are well marked and all riders receive a detailed map. Support vehicles will travel the route, and rest stops are conveniently located on all routes providing staple items and themed food.

Participants are encouraged to raise funds to support the mission of BCFF. Prizes for top fundraisers include a custom bike jersey and other cool prizes that recognize you as a top pledge hero supporting BCFF.



Registration for the event can be completed online at www.titletownbiketour.org. Early bird registration before March 31st is just \$40 and includes the dri-fit event shirt. Regular registration is open from April 1st – June 18th at \$50 for participants 15 and older including the dri-fit event shirt. From June 19th through event day, registration is \$55 and there is no guaranteed shirt. Team discounts are available, and registered children under the age of 15 in the same household can participate for free with a paid adult, but will not receive an event shirt.

The goal of the Tiletown Bike Tour is to provide a fun, healthy and family-friendly activity while raising money for BCFF's cancer education and awareness services. Since 2001, the Tiletown Bike Tour has raised more than \$843,000 to support programs for Green Bay and area communities.

About Breast Cancer Family Foundation: Breast Cancer Family Foundation (BCFF) is a 501(c) (3) status non-profit organization located in Green Bay, Wisconsin. BCFF is on a mission to teach every student in Northeast and Central Wisconsin about cancer—the organization has taught more than 80,000 students since 2001. Through BCFF's presentations, students have been inspired and committed to careers in healthcare, developed a more positive outlook on life, and discovered cancer in its early stages—increasing their chances of survival. More info at: www.bcff.org

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