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FOR IMMEDIATE RELEASE
June 13, 2008

LAFAYETTE MAN, 71, PEDALING ACROSS US for HABITAT for HUMANITY

Lafayette, CA, June 13, 2008 – When longtime Lafayette residents Bob and Barbara Frick celebrated his 70th birthday last summer by joining 140 other cyclists in Minnesota for a 500-mile ride to raise money and awareness for Habitat for Humanity (HFH), they expected an invigorating and worthwhile challenge. They did not plan to chase an even bigger dream for Bob's seventy-first birthday a year later.

"We were so impressed by Habitat's mission and principles," says Bob, retired vice chairman of Bank of America's Board of Directors and presently an MBA instructor at St. Mary's College. "We wanted to do more and find a way to help our own community."

That desire to do more has culminated in a personal commitment to raise at least \$71,000 for HFH East Bay by riding from California to Florida for a total of 3,300 miles. Planning to start August 7 and finish in early October, Bob's wife of 48 years will follow by car and handle logistics. The Fricks will cover the actual trip expense of \$12,000 as part of their contribution to HFH. They are currently gathering individual and corporate sponsors for Cycle of Hope. With help from Bob's former students, already onboard are Sutter Health, Schwab Bank, Clif Bar, and Convergent Computing (CCO) AND SKS.

Planning to average approximately 60 miles a day on his Fuji Royal bicycle, Bob and Barbara (following in their Prius) will strive to connect with several HFH projects and as many people as possible along the way who, says Barbara with a smile, “want to come out and see this crazy old guy on a bicycle. It’s a great way to generate interest and encourage people to contribute.”

Habitat for Humanity (www.habitat.org) is a worldwide, non-profit housing organization that seeks to eradicate poverty housing from countries around the world. HFH builds homes through volunteer labor and sells them to partner families that have invested 500 hours of “sweat equity” towards home building.

Locally, HFH East Bay (www.habitat.org) has been serving low income families in Contra Costa and Alameda Counties since 1988 and will soon complete their 200th home. With plans to build 200 more homes in the next five years, HFH East Bay has distinguished itself as an award-winning leader in building green affordable homes.

Bob notes that HFH is well-respected for its fiscal responsibility with a 4-Star ranking by Charity Navigator for two consecutive years for keeping administrative costs less than 10% of total donations. Less than 15% of all charities achieve this standard which means more money for building homes.

“Our biggest challenge,” says Bob, a prostate cancer survivor who has endured two hip replacements, “will be the hot weather, but when you’re riding for such an important cause I know we’ll find a way to manage.”

To make a donation go to www.firstgiving.com/cycleofhope or to track Bob’s progress, go to www.habitatcycleofhope.com. For more information contact Barbara Frick at 925-408-4702 or kesrbarbfrick@comcast.net #