

Information about the **2018 EastLake Cycle & 5K Run, and Technology & Innovation Fair**

Start your Cinco de Mayo celebrations with the **2018 EastLake Cycle & 5K Run, and Technology & Innovation Fair** on May 5, 2018, from 6:30 a.m. to 12 p.m., at the EastLake Middle School. The event will feature a community 5K run/walk, an 18-mile Mountain Bike 'poker ride' and a 25-mile cycling road-ride. New to the event this year is a Technology & Innovation Fair that highlights STEM themes, programs and activities. Food and entertainment will also be a part of the event festivities.

The events main purpose is to raise funds for technology and STEM programs in EastLake schools. The money raised from Cycle Eastlake 2017 went towards student and staff laptops and various hardware needs; software programs like Mathspace and the Computer Science Principles course; technology staff support and funding for programs like the Eagle Eye Engineering Robotics Team. These are just a few examples of how the community donations made a direct impact for our kids.

Also new —this year, participants will be able to fundraise through the EastLake Educational Foundations' new online system. The money raised will go back to EastLake Schools for the 2018-2019 school year. It's a perfect time to get ready for next year's technology needs.

The entire community is invited to get in on the fun and be part of a positive impact. Participants can sign up as individuals or join a team. Can't make it? Show your support by being a virtual participant. Consider these team ideas:

- Gather coworkers and make it a teambuilding event- it's a great way to showcase your commitment to education and the community
- Make it a family day- get your exercise in before the Cinco de Mayo festivities and explore technology and innovation
- Challenge another group to see who can create the largest team, or who can fundraise the most. For example, one office group can challenge another!
- Grab your community group and showcase your support: Churches, Exercise buddies, Clubs- all are welcome!
- Have your kids grown-up? Put an alumni group together to reminisce and support a great cause!

In addition to the day-of activities, a pre-event **Bike Clinic & Rodeo** will be offered; the first one is schedule for April 21st. These events are hosted by San Diego Bicycle Club and will consist of a short training ride for all ages and skill levels. In preparation of those who want to ride their bikes at the event, a bike safety rodeo and helmet giveaway- for the kids, and a short training ride will be offered. These events will be included in the **Bike To Work** effort and will be listed on their schedule of activities.

"This is truly a community effort. It's the community coming together to ensure our kids have what they need to be ready for next year; and connects them to a world of future opportunity. It truly is an event for the whole community," stated Janet Francis, EEF Executive Director, who went on to say;

“ We have great partners. the Bonita Bike Club does a great job at putting on the 18K Mountain Bike Poker Ride, and 619Bakararra Club helps with the road race. New to this years event is a partnership with the San Diego Bike Club, who brings wonderful new resources and support to the event. School administrators, teachers, parents and staff all participate with enthusiasm. And local businesses show their support for our families and schools by providing In-kind donations and sponsorship dollars.”

Who: EastLake Educational Foundation

What: EastLake Cycle & Run and Innovation & Technology Fair

When: May, 5, 2018 from 6:30 AM- 12:00 PM

Where: EastLake Middle School

Why: Raise money in EastLake Schools and to explore technology and STEM

Event Page: www.eefkids.org/event/cycle

Costs:

- 5K Run, Roll & Stroll: \$20 adults (early-bird pricing \$15 before 4/22), \$10 for kids in Kindergarten through 12th grade, and kids under 3 are free.
Includes T-shirt and medal
- 18-mile Mountain Bike & Poker Ride: \$50
- 25-mile Marty Garcia Memorial Ride: \$50

Sponsorship Opportunities Cami@brownmarketingstrategies.com at 619-546-5390

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