



## NEWS

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### **Kimberly-Clark and the Bicycle Federation of Wisconsin launch statewide Wisconsin biking Challenge**

FOR IMMEDIATE RELEASE

Kimberly-Clark's Scott® Brand and the Bicycle Federation of Wisconsin (Bike Fed) have teamed up to offer a free, four-month biking challenge to all adult Wisconsin residents. The goal of the first ever Scott® Brand Get Up and Ride Wisconsin Challenge is to promote bicycling and provide a fun and environmentally friendly way for Wisconsin adults to improve health and wellness. According to [1 World, 2 Wheels](#):

- The average person loses 13 lbs. in the first year of commuting by bike.
- Just three hours of bicycling per week can reduce your risk of heart disease and stroke by 50 percent.

The Challenge is open to all Wisconsin businesses, organizations and residents 18 and older. It begins at the start of National Bike to Work Week on Monday, May 16, 2011, and runs through September 30, 2011. It's easy to enter your rides and miles using the free online tool developed by Endomondo, a leading sports tracking company. Additionally, an optional free app is available for smartphone users.

Participants will earn points based on the number of miles and trips in both the transportation and recreation categories. Individuals will be entered into prize drawings and will receive one entry for each point earned. Monthly prizes will be given away based on transportation points. Grand prizes (for example a Trek bike or Trek recreation product package including a factory tour and mountain biking) will be awarded at the end of the Challenge for both recreation and transportation points. The more you ride, the better your chances to win! For additional details and to sign up for the Challenge, go to [www.challenge.bfw.org](http://www.challenge.bfw.org).

For further information on the Challenge please contact the Bike Fed's Amanda White at (608) 251-4456 or [amanda.white@bfw.org](mailto:amanda.white@bfw.org).

### **About Kimberly-Clark**

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 139-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

**The Bicycle Federation of Wisconsin (Bike Fed)** is a statewide bicycle advocacy organization representing over 4,000 members across Wisconsin. Members of the Bike Fed receive safety education, vibrant events and activities to encourage biking, updates on opportunities to voice bike support, and helpful tools to make biking fun and convenient. The Bike Fed is dedicated to making Wisconsin one of the best places in the world to be on a bike. For more information on the Bike Fed visit [www.bfw.org](http://www.bfw.org).

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