



## NEWSLETTER

June 14, 2019

### Registration is open on [BikeReg.com](http://BikeReg.com)!

We loved having you last year, and we'd love to have you back again! Ian has designed a new route, and food and beverage from [Woodbelly Pizza](http://Woodbelly Pizza) is included in the cost of registration this year. We've shifted the ride to be earlier in the fall in hopes of slightly warmer temps, and bumped the start time back to 10am. We appreciate all of your feedback after last year's event – we hear you! And, a sweet new Ridge Supply sock design is in the works...

*(And thanks to Craig Harrison of Harrison Creative for our new PFF logo!)*

### **\*NEW\* 5\$5K Fundo Route this year!**

In the interest of including all ages and fostering the young generation of cyclists, we have added the 5\$5K Fundo ride this year: a 5 kilometer route costing only \$5 to get kids and families out for a zippy ride. Kids receive a Wahoo cycling cap with entry and food is not included in registration but available for purchase. Start time is 10:30am.

### Ian Boswell recovers from March concussion and discovers [Love Your Brain Foundation](http://LoveYourBrain.org), new beneficiary



Ian crashed during a descent in Tirreno-Adriatico back in mid March, incurring his 6<sup>th</sup> serious concussion in cycling, and causing him to step back from

racing for a while. Ian visited several European specialists following his accident, and finally returned to Vermont to continue his recovery. He has been attending vestibular-ocular physical therapy at Dartmouth-Hitchcock Medical Center, and his specialist recommended he investigate LoveYourBrain Foundation as further support for his healing. LoveYourBrain was born after professional snowboarder Kevin Pearce suffered a life-threatening traumatic brain injury (TBI) in Olympic training.

LoveYourBrain's mission is to "Improve the quality of life of people affected by traumatic brain injury through



programs that build community and foster resilience." Though Ian has not been able to participate in a LoveYourBrain (LYB) program yet, he has chosen to identify LYB as the beneficiary this year in hopes of raising

awareness and supporting LYB's preventative and recovery programs. To learn more about LoveYourBrain and their programs, visit <http://www.loveyourbrain.com/>

### Raffle becomes Silent Auction this year



The raffle – which saw awesome prizes into your hands last year – is shifting this year to become a silent auction format. Like last year, it is open to the public, and we've got new prizes from Wahoo, OttoLock and Cabot, custom wheels from our new sponsor Smyth Adventureworks and helmets and glasses from another new partner, Oakley. Bid on what you want to win for your future cycling adventures.

### Make it Northeast Kingdom Weekend!

Join the [TrainNEK "First Aid for Cyclists"](#) course in Peacham on Friday the 20<sup>th</sup> from 8am to 4:30pm before riding the Fondo on the 21<sup>st</sup>. Stay the night in the NEK, and go ride the Kingdom Trails on Sunday the 22<sup>nd</sup>!

### OttoLock Promo Code: **PFF25**

Did you miss out on winning an OttoLock last year? Go check out [ottolock.com](http://ottolock.com) to browse their selection of extra durable locks – not just for bikes, but for all adventure gear! Use the code above at checkout for 25% off and shipping. (Code is valid until 9/21)

### 2018 Beneficiary Update: The Peacham Pavilion Project

Proceeds from last year's Peacham Fall Fondo went to the town of Peacham as an expression of gratitude for the town-wide effort to support this new event. The funds were designated for the repurposing of the town's non-functional tennis court to become a public pavilion structure. Unfortunately, good old-fashioned small town politics have slowed the process, and the goal is to begin by resurfacing and installing picnic tables prior to erecting a structure this year. We appreciate your support for this project last year, and will continue to offer updates on progress as they come.

**THANK YOU to all those local businesses that are spreading the word about the Peacham Fall Fondo!** Our sponsors and supporters are the ones making this ride possible, and so are YOU with your participation. Thank you for signing up and showing your enthusiasm for this fun ride around Ian's favorite back roads!

Be sure to check the website for forthcoming updates, and watch out for Ian at the Vermont Gran Fondo on June 29<sup>th</sup>. Enjoy your adventures out there this summer, and always wear your helmet!

See you soon!

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