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American Lung Association's 2017 *Reach The Beach Oregon Ride* Raises Funds for Lung Disease Research, Educational Programs and Advocacy

Tour de France cyclist Chris Horner joins Reach the Beach Oregon ride; Raises Awareness Through His Personal Struggle with Lung Disease

Portland, Oregon 03/17/17 – For the past 27 years, participants from avid cyclists to asthma sufferers have ridden together in honor or memory of those whose lives have been touched by lung disease, COPD and asthma at the American Lung Association's annual Reach the Beach ride in Oregon. With a goal to raise \$750,000 for lung disease research, patient education and advocacy, more than 3,000 riders will pedal Oregon's scenic backroads on **Saturday, May 20th**, enjoying fresh air, great scenery and camaraderie on their way from Portland to the Oregon Coast along four different cycling routes.

Professional racer Chris Horner will be joining cyclists on the 104-mile Reach the Beach route this year. Horner, who lives in Bend, Oregon, is a Vuelta a España Champion, seven time Tour de France competitor, 2012 US Olympian, and Giro d'Italia competitor. Horner is battling a chronic respiratory illness that he developed in 2009 during one of the stages of the Tour de France. "Healthy lungs are needed to ride a bike at any level and my illness mirrors what millions of asthma and lung disease sufferers struggle with daily," said Horner. "I am honored to ride with other cyclists to bring awareness and help raise funds to fight for clean air, healthy lungs and critical research."

"This is an incredible event that brings individuals closer together for an important cause," says Brian Mayo, Regional Director of Special Events in Oregon for the American Lung Association. "We have many participants who ride for the ones they love as well as those that they have lost to raise critical funds to help halt the lung disease epidemic."

Reach the Beach is more than just a fundraiser. The event brings people and communities together from across Oregon. The ride is famous for its cycling support and finish line celebration at Pacific City's Pelican Pub, with its gorgeous view of Haystack Rock. Reach the Beach offers riders the option of four routes: Portland—104 miles, Newberg—80 miles, Amity—55 miles or Grand Ronde—26 miles, depending on fitness level and commitment.

This year, those who raise \$150 will receive a long-sleeved Reach the Beach t-shirt and those who raise \$300 will get an official Reach The Beach cycling jersey. Participants who raise \$10,000 will be entered into a drawing for a free Reach The Beach Washington pass and hotel room. Last year, over 3,000 individuals raised thousands of dollars for research, patient education and advocacy efforts. Participants must donate at least \$125 to ride and pay a registration fee of \$45.

For more information and to register visit www.reachthebeach.org

About the American Lung Association

The American Lung Association is a non-profit, voluntary public health organization that leads the country in improving health and preventing lung disease, through research, education and advocacy. Our organizations five strategic imperatives are to defeat lung cancer; improve the air we breathe; reduce the burden of lung disease on individuals and their families; eliminate tobacco use and tobacco-related diseases; and accelerate fundraising and enhance organizational effectiveness to support the urgency of our mission. For more information or to donate call (503) 924-4094 or visit: www.lung.org

About Chris Horner

Entering his 22nd year of racing, Chris Horner has been a staple of American professional cycling since 1995. Aside from many wins in the USA, his palmarès include competing in seven Tours de France, the Giro d'Italia and four Vuelta a España, where he won the overall in 2013. Chris lives with wife Megan and children in the mountains of Bend, Oregon, USA. For more information, visit www.chrishornerracing.com