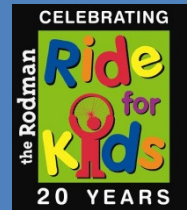


SCHOOL
on WHEELS
MASSACHUSETTS



Team up with **School on Wheels for the **Rodman Ride for Kids** and help us reach our \$90,000 goal to benefit homeless children.**

WHAT

- The Rodman Ride for Kids is an umbrella matching gift charity raising funds for at-risk kids in Massachusetts. When we reach our goal, Rodman will match it with an incremental 10% match.
- The Ride is a ½ day cycling event with over 1,200 riders cycling a 25, 50 or 100-mile route throughout Southeastern Massachusetts.
- Last year the event raised \$9 million for over 45 Massachusetts child-welfare agencies, including School on Wheels. **The Ride for Kids is the #1 single day fundraiser for children in the country!**

WHEN

Date: Saturday, September 29, 2012

Rider Start Times: 7am - 100 mile riders, 8:30am - 50 mile riders, 10:00 & 11:00am - 25 mile riders

WHERE

- The bicycle ride starts and ends at the Rodman Ride for Kids headquarters located at: 10 Lincoln Place in Foxboro located off of Route 1 across from Gillette Stadium.

WHY CHOOSE TO SUPPORT SCHOOL ON WHEELS

- Our mission is to educate children impacted by homelessness by providing academic support and one-on-one mentoring so children can reach their full potential.
- All donations will benefit our tutoring programs for children living in shelter, backpack and school supply distribution and college assistance programs for children experiencing homelessness in MA.

WHY JOIN THE SCHOOL ON WHEELS RODMAN RIDE FOR KIDS TEAM?

- 100% of your donation directly benefits School on Wheels and the children we serve impacted by homelessness. With the Rodman 10% match, your donation is worth 110% - a great investment!
- It's a cost-effective company outing and a great team building opportunity for your employees.
- It's FUN! After the Ride, riders and their supporters enjoy food and music in a festival-like atmosphere.
- The benefits are terrific! All riders receive t-shirts, goody bags, breakfast and lunch!
- It's a great cause: all benefiting agencies support at-risk children in Massachusetts.
- Visit www.rodmanrideforkids.org for more information.

Register by visiting <http://www.kintera.org/faf/home/default.asp?ievent=1027663> or make a donation to the Ride on behalf of School on Wheels at www.bit.ly/RBJxQe.

Contact Cheryl Oppen with questions or for more information at: Cheryl@sowma.org or 508-587-9091.