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**FOR IMMEDIATE RELEASE**

## **Spinning Nation 2010 Benefitting Ride 2 Recovery is a Huge Success**

**VENICE, Calif. – April 15, 2010** – More than 2,500 participants in 420 clubs nationwide raised over \$200,000 for Spinning Nation 2010, the third annual charity event held on February 27, 2010. Spinning Nation was hosted by Spinning®, the world's leading indoor cycling brand, and benefitted Ride 2 Recovery, a charity that assists in the mental and physical rehabilitation of men and women in the armed forces.

Riders across the United States collected monetary donations from friends, family and fellow co-workers to sponsor their ride. Fitness clubs nationwide donated their indoor cycling studios and supplied instructors for two one-hour rides. This year, Spinning partnered with 24 Hour Fitness, the American Legion Auxiliary and United Healthcare as sponsors for this unique event.

Beach City Health & Fitness in Hilton Head Island, S.C. raised over \$10,000 on the day of the event. Nine individuals raised over \$1,000 each and two people raised \$10,000 each. Instructors and fundraisers were all excited to participate in this national ride.

"I could not believe the enthusiasm that Spinning Nation brought to the class," said Don Foxe, owner of Beach City Health & Fitness. "Unlike most cycling classes where everyone is trying to get the most out of the workout for themselves, there was a real sense of 'team spirit' during the entire two hours. It was as if raising money for a really important cause also raised their spirits. I know they lifted mine sky high ... and I'm still riding that high."

"We're really proud of the Spinning community and their tremendous support of Spinning Nation 2010," said John Baudhuin, CEO of Mad Dogg Athletics. "Ride 2 Recovery is an amazing organization and their dedication to helping our wounded soldiers is truly inspiring. We're already working on next year's event and look forward to supporting Ride 2 Recovery's ongoing efforts throughout the rest of this year."

Ride 2 Recovery is produced by the Fitness Challenge Foundation, in partnership with the U.S. Military and the Veterans Affairs Volunteer Service Office, to benefit mental and physical rehabilitation programs that feature cycling as the core activity. Ride 2 Recovery raises money to support Spinning Recovery Labs and outdoor cycling programs at military and VA locations across the United States to help injured veterans overcome obstacles they face. Cycling is an important part of the recovery and rehabilitation program for two reasons: Cycling is an activity in which almost all patients with mental and physical disabilities can participate and participation in the Ride 2 Recovery program helps speed up the recovery and rehabilitation process. The program features veterans, celebrities, athletes and up to thousands of participants coming together to help injured heroes return to a life free of the mental and physical toll that they have taken.

### **Mad Dogg Athletics, Inc.**

Home of the Spinning®, Peak Pilates®, Resist-A-Ball®, Bodyblade®, freeFORM® and SPIN Fitness® brands, Mad Dogg Athletics is the world's largest equipment-based education company. Mad Dogg Athletics has trained over 200,000 instructors and has reached millions of enthusiasts in over 80 countries worldwide through a network of over 40,000 fitness facilities. The company manufactures home Spinner® bikes, Pilates and functional training equipment, DVDs and a complete line of Spinning-branded apparel and accessories. Mad Dogg Athletics also works closely with Star Trac®, who is the licensed distributor of the patented line of Spinner bikes for the commercial market. Find out more about Mad Dogg Athletics equipment, products and education at [www.maddogg.com](http://www.maddogg.com) or by calling 800-847-7746.

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