

FOR IMMEDIATE RELEASE

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SALT SHAKER FOUNDATION ANNOUNCES KIDS TEAM “TMOB Jr.”

*Local Kids Bike Team Participates in the Livestrong Challenge –
August 23, 2009*

CHERRY HILL, N.J. – On Sunday, August 23, 2009, Salt Shaker Foundation’s *Team Margaritaville or Bust* will participate for the fourth time in the Lance Armstrong Foundation’s (LAF) Livestrong Challenge. New this year, is the addition of a kid’s bike team called *TMOB Jr.* Over the past four years, the local foundation has raised over \$150,000 for the Lance Armstrong Foundation and averages 50 riders and runners in each Livestrong Challenge. Livestrong Challenge is the LAF’s signature fundraising event and participants can walk, run, ride, volunteer or donate in the fight against cancer on August 23rd, in Montgomery County in Philadelphia.

TMOB Jr. and parent team *Team Margaritaville or Bust* are partnering with local bike company, [Keswick Cycle](#), to offer kid’s training bike rides and a bike safety presentation in preparation for the Challenge. The 1st training ride is scheduled for Saturday, July 11th at Keswick (305 E. Rt. 70, Cherry Hill, NJ www.keswickcycle.com). The 2-mile ride through Barclay neighborhood will start at 3:00pm and will kick-off with Keswick staff offering a bike safety and rules of the road course to the children and their parents. Subsequent rides will be held at Cooper River with the next ride scheduled for August 15th at 3:00pm.

“Now kids can help raise money for cancer too!” says 10-year old *TMOB Jr.* co-captain Evan Saidel. Evan and co-captain 11-year old Erik Peters, both of Cherry Hill, are recruiting friends and family to expand the eleven member team. Parents can register their children for *TMOB Jr.*’s 10-mile ride by visiting Salt Shaker Foundation’s website at www.saltshakerfoundation.org and selecting the ‘cycling team’ tab. After the initial \$50 registration fee, each participant commits to raising \$250.00 in support of the Lance Armstrong Foundation. *TMOB Jr.* riders will be escorted by Salt Shaker Foundation chaperones during the Challenge or parents may register to participate as well. Each *TMOB Jr.* member will receive a team t-shirt at the Challenge. Additional details are available on the foundation’s website.

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“It’s a cool way to meet other kids and raise money to help people with cancer” says Emily Saidel, 8-year old TMOB, Jr. member. Emily has witnessed her parents and family friends launch Salt Shaker Foundation and host successful fundraisers in Cherry Hill over the past four years. TMOB, Jr. provides a vehicle for kids to become more involved in this important cause and to increase awareness in their community.

The Salt Shaker Foundation is a 501(c)(3) non-profit corporation that was formed by a group of friends to raise money in support of cancer research, education and survivorship programs. In just the last four years, the Foundation has raised over \$150,000, making them one of the most successful fundraising affiliates of the Lance Armstrong Foundation. In the summer of 2008 the Salt Shaker Foundation was recognized for its successful ongoing effort to raise money in support of cancer research and awareness and was honored with a proclamation making July 29, 2008 **Salt Shaker Foundation Day** in Cherry Hill.

To learn more about The Salt Shaker Foundation, please visit our web site at www.saltshakerfoundation.org.

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