



BOB LEE, RIDE FOR 3 REASONS: PART III

In 1998, after reading Mitch Albom's novel *Tuesdays with Morrie*, Bob Lee, 70, felt compelled to redirect his life to giving back to the community. He identified ways to use his passions and abilities to help those in need. With a love for cycling and engaging people, Lee realized a solo bike ride that combined fundraising and awareness-building efforts would be an ideal vehicle to achieve his goals.

In 2001, Lee organized a cross-country RIDE to benefit ALS research and hospice programs. The first RIDE was more than 3,200 miles from San Diego, California to St. Augustine, Florida. In 2007, in celebration of his 65th birthday, Lee completed a second RIDE up the east coast and along across the northern border of the United States; during this RIDE he cycled 6,500 miles and raised \$500,000 from donors in 42 states and seven countries.

With an endless amount of energy and good will, Lee will embark on the *Ride for 3 Reasons: Part III* in September 2012. This time he has set a goal of raising \$1 million for three causes: ALS, cancer and hospice. All proceeds will be divided equally among the Les Turner ALS Foundation, the American Cancer Society, the National Hospice Foundation, and Hospice and Palliative Care of Northeastern Illinois.

As an avid nature lover and gardener, Lee makes time along the route to enjoy the beauty and natural settings. An amateur photographer, Lee shares photographs and stories on his blog: www.3Reasons.org, during the RIDE.

For Lee, the RIDE is rewarding because it gives him the opportunity to engage many people, enjoy beautiful surroundings throughout the country, cycle and pay it forward.

As a cancer survivor himself, Lee leads a healthy, fulfilling life complete with exercise and daily activities supporting his local community. Lee worked in the corporate world before starting his own business, Enhance Your View, which specializes in selling Hunter Douglass window coverings. He lives outside of Chicago in Barrington, Illinois with Anne, his wife of 47 years. They have two children and six grandchildren.

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