

FOR IMMEDIATE RELEASE

### **Bikers and Businesses Team Up to Clothe Homeless Children**

Cumming, GA (November 18, 2014)- Local bikers and business in Cumming, GA are teaming up to help bring socks and underwear to the homeless student population of Forsyth County.

Last year over 720 students in Forsyth County Schools were identified as homeless. These students often struggle for basic necessities, including undergarments. Some teachers, bikers, and local business owners are looking to change that with their 4<sup>th</sup> Annual Underwear Ride on December 14.

“Since August 1<sup>st</sup>, we’ve identified over 350 students living in homeless situations in Forsyth County Schools, and we expect that number to be over 700 by May,” said Jamie Rife, Homeless Education Liaison for Forsyth County Schools. She added, “While there are several wonderful organizations that provide resources for these students and their families, sometimes providing them with basic needs such as underwear and socks proves difficult.”

This non-competitive ride, whose entry fee is an unopened pair of children’s socks or underwear, is a communitywide event benefitting the Homeless Education Program in Forsyth County Schools. Kicking off at Dutch Monkey located at 3075 Ronald Reagan Blvd in Cumming, GA, cyclists will have the option of riding either a 25 or 50 mile loop which takes them throughout Forsyth and Cherokee Counties.

The meet and greet begins at 8:30 in Dutch Monkey’s parking lot with the race beginning at 9:00. Todd Muller, owner of Reality Bikes, expects hundreds of cyclists to come out in support of the cause. Jamie Rife, Homeless Education Liaison, and Arpana and Martin Burge, owners of Dutch Monkey, will be in attendance as well. Members of Reality Bikes’ Masters Cycling Team will be there to help organize and support the race.

Homelessness among students in public schools is on the rise. During the 2012-13 school year, 1,258,182 students were identified as homeless nationwide. This is an 8 percent increase over the previous year according to data released by the U.S. Department of Education.

Individuals wishing to donate children’s socks or underwear can also do so at area businesses in Cumming including Reality Bikes, Watts Chiropractic, Al Abbott Insurance, and Georgia Natural Gas.

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If you’d like more information about this topic, or to schedule an interview with Todd Muller, Jamie Rife or Martin Burge, please call Brian DeRose at 404-713-5933 or email him at [gbderose@gmail.com](mailto:gbderose@gmail.com).