Red Wing Company

NEWS RELEASE

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**Get Active and Raise Money**

ROCHESTER, Minn. – Get your bikes out and raise some money! Joel Ames, charity event extraordinaire, is riding his bike from Rochester to Duluth, Minn., for Red Wing Spokes 2010 from Nov. 21 to Nov. 28. Ames is encouraging people of all ages to get active for a good cause.

Red Wing Spokes 2010 is a new initiative to get Minnesotans active while raising money for charities. According to leading diet and fitness expert Dr. Joan Schmidt, bike riding is a great activity for everyone and can reduce the risks of heart attacks, strokes and obesity. It is also good for the mind, body and soul and can be done by most everyone.

Along with Ames, public figures such as Gov. Tim Pawlenty, Lt. Gov. Carol Molnau and award winning anchorman Erix Kahn have signed up to raise money for a charity of their choice in one of the many 10K races that are along Ames ’s route from Rochester to Duluth.

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Ames, 29, is a great supporter of the Humane Society and has raised more than $12.8 million through many charity events. He wants Minnesotans to get up and get active for their favorite charities.

To sign up for a bike ride near you, free entries may be found at Redwingspokes@mnfoods.org or by calling 651-783-5088.

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