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4/12/10

Dear Rider:

On behalf of Impulse CYCLEsport of Shelburne, VT and Fit Werx of Waitsfield, VT, I would like to invite you to participate in the 2010 Prouty Bike Ride. This event is one of the most challenging and rewarding cycling events in the North East. From the Prouty website:

*Participants in The Prouty and The Prouty Ultimate come together to celebrate and support the courage of cancer patients and survivors everywhere and to raise money for crucial cancer research and important patient services at this nationally-recognized cancer center. Since 1982, The Prouty has raised more than \$9 MM in the fight against cancer.*

Please consider joining us for this amazing event. Our goal is to raise at least \$5000 as a team. Information on The Prouty can be located online at [www.theprouty.org](http://www.theprouty.org). Cycling events include 20, 35, 50, and 100 miles. It is my hope that our team will commit to the 50 or 100-mile events.

As part of our team you qualify for the Fit Werx gives back program and a discounted Fit Werx jersey for the event. With every pre-event purchase made at Fit Werx, Fit Werx will donate three percent (3%) of your pre-tax spending to The Prouty. You will also be provided a customized training program from Impulse CYCLEsport to get you primed and ready for The Prouty.

The event will be held on Saturday, July 10, 2010. If you would like to join us please email me at [impulsecyclesport@gmail.com](mailto:impulsecyclesport@gmail.com). You can register as a member of the Impulse CYCLEsport-Fit Werx team on The Prouty website. We would love to have you!

Many thanks,

Mike Burris  
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