

# Back to Back Century Challenge

Nor Cal >> Change Gears. Change Lives.

08.20-21.2011

>> Pacific views, valleys and vineyards. 200 miles of exquisite riding.



Breathtaking views,  
rolling coastline,  
quaint towns and  
vineyards.

## Challenged Athletes Foundation®

Presents a brand new two-day cycling experience guaranteed to leave you wanting more...

### The CAF Difference

The challenge of the route, unforgettable scenery, fully supported ride and premier accommodations are underscored by the life changing experience of riding alongside the very challenged athletes that benefit from your fundraising efforts.

### An epic two-day ride that guarantees rewards that last a lifetime

The exhilaration that comes from conquering 200 miles of the most scenic and demanding terrain, makes this more than an average ride. It is a journey that combines the passion for cycling with the chance to change perceptions. The experience is enhanced by knowing those that ride beside you who are paralyzed, missing a leg or may be visually impaired are making the journey with you....and because of you. Participants, sponsors, donors and volunteers alike will be touched by this unforgettable and transformational experience.

### A First Class Ride From the Golden Gate through the Sonoma Vineyards

The 200 mile journey begins in the idyllic waterfront community of Sausalito, CA. On Friday night participants enjoy a welcome dinner and overnight accommodations at Cavallo Point Lodge, a historic landmark nestled at the foot of the Golden Gate Bridge known for luxury and harmony within its national park setting.

Cyclists will depart Saturday morning on a 100 mile (or metric century) route that follows the serene Northern California coastline. The route along Highway One winds through open grasslands, rolling hills, and the many bays and inlets that mark this undisturbed part of California's coastline. Sunday's return ride sends you along some of the epic routes of Sonoma Valley and through vineyards, farmland and quaint Wine Country towns. A return to Cavallo Point brings the weekend to a close but not before the riders are rewarded for their accomplishment and support of CAF.

### First Class Value – Minimum \$3,000 fundraising gets you top notch amenities

- > Beautiful stays at Cavallo Point and the Doubletree Hotel Sonoma to enjoy a celebration that includes music, refreshments and a complimentary massage followed by an inspirational dinner
- > Receive CAF custom cycling apparel including a jersey, vest, and accessories
- > Gourmet picnic lunch at a scenic location on both days
- > Support provided along the route by a team of enthusiastic guides, mechanics, and volunteers



Get the camaraderie  
that comes from a  
group ride experience.

Back to Back Century Challenge >> [challengedathletes.org](http://challengedathletes.org)





## Come One, Come All

With friendly routes and the option to ride back to back days of either a full century or metric century, the event is perfect for cyclists of all abilities, including handcyclists.

## Participants

The cycling events offered by CAF attract a demographic of CEO's, entrepreneurs, executives, business professionals, talented challenged athletes and other cyclists who are driven by achievement. Riders are typically either looking for the challenge of charging up hills or the camaraderie that comes from a group ride experience. The Back to Back Century Challenge (Back to Back) series attracts passionate cyclists of all levels who each give or fundraise a minimum of \$3,000 for the Challenged Athletes Foundation.

## Cyclist Key Demographics

### Active

- > Ride their bike 8.8 hours per week

### Affluent

- > Average HHI \$166,500
- > Median HHI \$132,400
- > Average of \$3,304 spent on cycling-related purchases per year

### Educated

- > 96% have attended college
- > 48% have post-graduate degrees or studies

\* Source 2009 VeloNews subscriber study conducted by Signet Research, Inc.

## Impact

Challenged Athletes Foundation understands the importance of sport and its ability to build self-confidence, discipline and empower the human spirit. Funds raised through the Back to Back provide the bridge between the will to succeed and the access to the equipment, training and skills needed to do so for individuals with physical challenges. It can be as daunting as completing an Ironman with one leg, riding 620 miles down the coast in a handcycle, or playing baseball with the other kids. Our goal is to help people with physical disabilities accomplish the challenge that is set before them and live life to the fullest by removing the barrier of expensive equipment and training and competition costs, as well as by providing mentoring, clinics and support programs to get them to the next level.

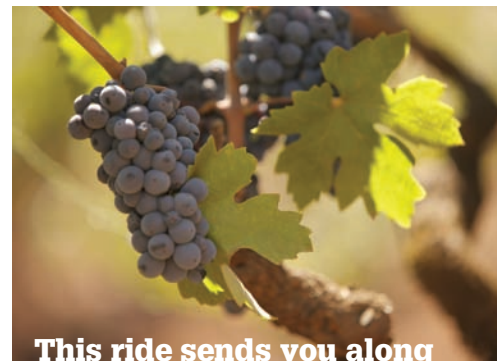
## CAF Mission

It is the mission of the Challenged Athletes Foundation to provide opportunities and support to individuals with physical disabilities so they can pursue active lifestyles through physical fitness and competitive athletics. The Challenged Athletes Foundation believes that involvement in sports at any level increases self-esteem, encourages independence and enhances quality of life.

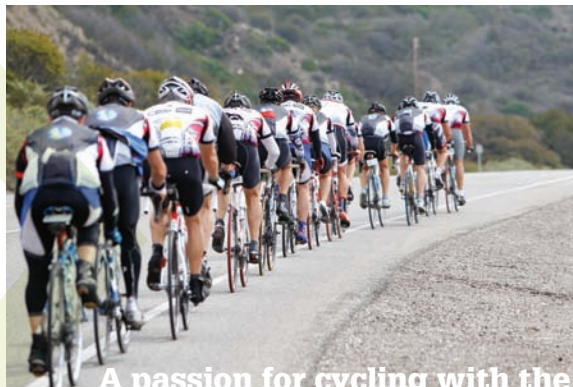
For more information call 858.866.0959 or visit [www.challengedathletes.org](http://www.challengedathletes.org)

Challenged Athletes Inc. is a 501(c)(3) non-profit organization.  
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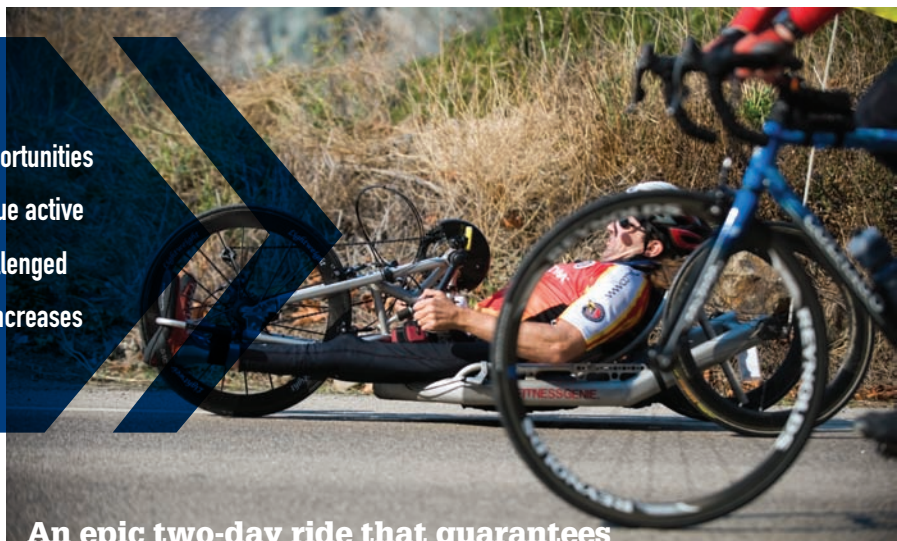
This ride sends you along some of the epic routes of Sonoma Valley



A passion for cycling with the chance to change perceptions.



Inspirational, challenging, rewarding



An epic two-day ride that guarantees rewards that last a lifetime.

