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LOCAL BICYCLING ENTHUSIAST IS TAKING HIS PASSION TO THE PAVEMENT

Wes McWhorter to Take Part in Pablove Across America in October Final Leg of the Three-Week Ride Ends in New Orleans

NEW ORLEANS - On October 8, 2011, **Pablove Across America** will kick-off its 3rd annual three-week cross-country bike ride which will strive to raise \$500,000 for research towards childhood cancer. The near 1,500-mile bike ride begins with the first leg in Milwaukee, WI riding southwest to St. Louis, MO (418 miles). The second leg then departs for a weeklong journey to Louisville, KY, then on to Nashville, TN (475 miles), with the final stretch and week arriving in New Orleans, LA (526 miles).

Each rider has committed to raising funds on behalf of their pledge in support of this great cause. Enter **Wes McWhorter** - a New Orleans based interactive producer, father, husband and bike commuter/enthusiast, who will be joining the third leg of Pablove Across America in Nashville and pedaling to the finish line in New Orleans on Friday, October 28, 2011. He is committed to raising \$5,000 for Pablove and has already reached nearly 50% of his goal.

Wes will be updating his website (www.ridewesride.com) each day of the ride with hospital visits, video diaries and tributes, and other commemorative experiences as the week progresses. Donations on Wes' behalf are greatly appreciated and can be easily contributed through his website listed above.

"The worst thing about cancer is that it does not discriminate. But when it affects the most vulnerable among us, cutting young lives short and leaving the hopes and dreams of parents and families completely devastated, it's hard not step up and contribute in whatever way you can. For me, that's using leg muscles and my contact list to build awareness and support for Pablove's efforts," stated McWhorter, "This is an opportunity of a lifetime to do something I love for a group who is doing amazing work in the fight against childhood cancer,"

The Pablove Foundation: the mission is to fund pediatric cancer research and advances in treatment, educate and empower cancer families, and improve the quality of life for children living with cancer through hospital play, music and arts programs. The Pablove Foundation is named after Pablo Thraikill Castelaz, the son of Jo Ann Thraikill and Jeff Castelaz and the little brother of Grady Gallagher. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. Imbued with his spirit and inspired by his strength, Pablove is dedicated to the daily, global fight against childhood cancer and the suffering that comes in its wake.

Pablove Across America: the foundation's signature long-distance bike ride that raises awareness of childhood cancer in cities nationwide every October. Along the way, riders visit local children's hospitals and communities participate in fundraising and awareness events. In 2010, cyclists rode over 1,400 miles from Seattle to Los Angeles and raised over \$825,000 to fund Pablove's mission.

For more information, please visit: www.pablove.org.

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