

The Stradalli 1000 Mile Cycle Ride for Charity

Stradalli's CEO takes to the road to ride a 1000 mile route from Las Vegas to Tucson in support for the Dreams to Wheels charity.

November 15, 2013 (FPRC) -- Stradalli Cycle, the high performance carbon bicycle manufacturer, is pleased to announce its CEO and founder Tom Steinbacher will join pro cyclist Cesar Grajales on a 1000 mile ride for charity.

The epic journey will start in Las Vegas on Saturday 16th November 2013. Tom and Cesar will head to 'The Strip' to meet with Team Stradalli sponsor Jaco Clothes and to support Rashad Evan who will fight in UFC 167 that night. From there the pair will head off towards the Hoover dam and through the hills and desert to Kingman, AZ.

The ride will also take in portions of the world famous Route 66 and the Grand Canyon. Later they will go south, through Flagstaff and further on into the mountainous roads of Sedona. After riding through Phoenix the pair will head to their final stop in Tucson.

Cesar Grajales, who joined Team Stradalli for 2014, is very passionate about cycling in Colombia. He is a long time supporter of the Dreams to Wheels charity that helps children in Columbia by donating bicycle equipment to aspiring young athletes. Together with Tom, Cesar had the idea of the 1000 mile cycle ride to show support for this Californian based charity and their noble cause.

"I am very excited to go on this ride with Cesar," said Tom Steinbacher. "It will be a great ride but more importantly we will be raising the awareness of the fantastic Dreams to Wheel charity."

As well as being their final destination, Tucson is also the home city of NCC champion Erica Allar, who rides for team Colavita, and of superstar cyclist Jame Carney. They will join Tom and Cesar during the last stages to further boost the awareness of the Dreams to Wheels charity.

About Stradalli

The Stradalli Cycle Company is based in Florida and sells worldwide to the keen athlete who demands the best equipment. With years of experience in both high tech manufacturing and design as well as a passion for cycling, Stradalli brings passion and innovation to the road racing and mountain bike markets.

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