



FOR IMMEDIATE RELEASE

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FORT COLLINS, COLORADO. What are the limits of the human body? What is the power of the human spirit to overcome? A Colorado man is about to find out as he attempts to pedal his bicycle from the North woods of Minnesota to the Gulf of Mexico in Louisiana – using only his arms. Rich Dixon, a retired educator who lost the use of his legs in a fall from a ladder, is going to follow the course of the Mississippi River through the heartland of the country in a physical and spiritual journey he is calling the “RICH’S RIDE: Together On A Journey Of Hope.”

“Too many people dwell on their limitations. That’s not what life is supposed to be about. We were created with this amazing ability to overcome obstacles. This ride is one man’s humble attempt to demonstrate that we’re defined by our abilities, not our inabilities,” said Dixon.

Starting on September 12 at the headwaters of the Mississippi River in remote Lake Itasca State Park in Northern Minnesota, Dixon will hand pedal his specially designed bicycle more than 1500 miles through 8 states. He plans to arrive at the Mississippi Delta around November 5.

Rich is providing multiple opportunities for a larger community to “ride along”:

- he will be available for media interviews along his route
- via his website [www.richsride.org](http://www.richsride.org) he will provide video, photos and blog entries
- he will be available to speak in churches, schools, and community groups

"Rich Dixon is more than a survivor. He is a victor. Difficult circumstances have hammered him, but he has not allowed them to define him in a negative way. His dream to help others in spite of his own circumstance generates hope and healing at a number of levels. Rich's Ride is the definition of vision, compassion, and leadership." Dick Foth

The Journey is being sponsored through the generosity of OtterBox, Yancey’s Food Services, 1<sup>st</sup> National Bank, Everitt Companies, Poudre Valley Health Systems Foundation, Timberline Church, Acorn Creative Studios, Spradley Barr Motors, and McWhinney. Friends and individuals along the route are also helping to defray the lodging and food expenses of Rich and his team. A goal of the Journey is to raise funds for Convoy of Hope, which serves millions of people in the U.S. and throughout the world through international children’s feeding initiatives, community outreaches, disaster response and partner resourcing. “Being able to support a cause like Rich’s Ride and Convoy of Hope is exactly what my wife Nancy and I have envisioned for OtterBox and our non-profit organization [OtterCares<sup>SM</sup>](http://OtterCares.com),” said OtterBox Founder and CEO Curt Richardson. “To be able to show the community support, as well as our commitment to the welfare of children, this ride is right up our alley. When I met Rich, I could feel his passion for this ride and the foundation he’s riding for. I couldn’t help but get excited as well!”

Media members and organizations should reach one of the contacts above to schedule an opportunity to talk to and interview/photograph Rich along his route.

### **On The Web**

Rich's Ride: <http://richside.org/>

Route Info: <http://richside.org/ride-itinerary/>

Media Room: <http://richside.org/the-ride/media-room/>

### **Rich Dixon Bio**

Rich Dixon is a freelance writer and inspirational speaker, following a thirty-five year career as a public school mathematics teacher. A freak accident while installing Christmas lights in 1987 caused a spinal cord injury and permanent paralysis.

Rich writes and speaks to a broad spectrum of audiences with his unique blend of self-deprecating humor, personal experience, and practical application. He approaches important issues thoughtfully and transparently while trying not to take himself too seriously.

Rich's message of hope, possibilities, and dreams doesn't include simplistic answers to complex issues. Rich speaks with unflinching honesty about overcoming adversity and the importance of attitude in confronting real-life challenges. Rich approaches difficult topics with realistic acknowledgement of struggle and discouragement. He offers pragmatic, real-life perspectives on surviving and thriving in difficult situations.

Rich is the author of ***Relentless Grace: God's Invitation To Give Hope Another Chance***. His writing has also appeared in numerous Christian and general-market periodicals and anthologies.

Rich and Becky have been married since 2002. They live in Fort Collins, Colorado, with Rich's service dog, Monte. You can learn about Rich at [www.richdixon.net](http://www.richdixon.net).

In addition to thirty-five years as an educator, Rich operated his own general contracting company for five years. He's also cranked a hand cycle more than fifteen thousand miles.

### **Education:**

- M.S. Counselor Education 1979 Iowa State University
- B.S. Mathematics 1973 Iowa State University

### **Professional Experience:**

- Boltz Junior High School, Fort Collins, Co (1985-2009)
- Windsor High School, Windsor, Co (1981-1984)
- Urbandale High School, Urbandale, Ia (1973-1981)