



*Together*

ON A JOURNEY OF

**HOPE**

# 2014 Media Guide



**HOPE** changes  
what's  
**POSSIBLE**

# RICH'S RIDE

## 2014 MEDIA GUIDE

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### RICH'S RIDE MISSION



**Demonstrate** that it's possible to overcome significant adversity and do something remarkable.

**Speak** to students, community and church groups, and disability groups about our message of hope, possibility, and God's faithfulness.

**Partner** with organizations that offer compassion, justice, and hope by raising funds and awareness to support their work.

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

May, 2014

### PLEASE CONTACT:

Becky Dixon: 970-218-1374  
[becky@richdixon.net](mailto:becky@richdixon.net)

### Wisconsin Hope Tour 2014 fights hunger, shares message of hope

MADISON, WI – What can the human spirit accomplish when it looks beyond limitations and sees possibility and opportunity? What's the power of hopes and dreams? A Colorado man prepares to confront these questions as he pedals his specially-designed cycle around Wisconsin—using only his arms. Rich Dixon, a retired educator paralyzed below his chest in a 1987 fall while installing Christmas lights, begins September 2<sup>nd</sup> from Madison on [Wisconsin Hope Tour 2014](#), the latest project of [RICH'S RIDE](#).

Disabled cyclist Rich Dixon and his wife Becky will use their tour around the state to share their message of hope and to raise funds and awareness to support [Convoy of Hope](#). Check here for [latest route and speaking information](#).

Rich offers multiple opportunities for a larger community to “join the ride”:

- 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.

Media members and organizations should reach the contact above to schedule an opportunity to talk to and interview/photograph Rich and the team along their route.

[RICH'S RIDE](#), a Fort Collins-based nonprofit, uses Rich Dixon's love of handcycling to take a message of hope, dreams, and optimism to audiences across the country via a series of long-distance handcycle rides. The rides provide a platform from which Rich speaks in churches, schools, and community organizations about overcoming adversity and accomplishing big dreams. The rides also raise awareness and funds by partnering with organizations that offer compassion, justice, and hope.

This is the seventh major project of [RICH'S RIDE](#). On his first tour in 2011 Rich handcycled 1500 miles along the Mississippi River. Subsequent projects have raised over \$125,000 for various social justice causes. In June, 2014 they led a team of able-bodied cyclists on [Front Range FREEDOM Tour](#), a 500-mile Colorado ride from Cheyenne, Wyoming to Raton Pass. The team raised funds and awareness to support [Project Rescue's](#) Home Of Hope In New Delhi, India. Check, visiting churches and other community groups to educate them about the realities of modern day slavery and human trafficking. Find information about other projects [here](#).

[Convoy of Hope](#) is a faith-based hunger relief organization based in Springfield, Missouri, that provides nutritional support to children and families locally and around the world. They also offer first-on-the-ground aid to victims of natural disasters.

## QUOTES

*"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. **RICH'S RIDE** is one man's humble attempt to demonstrate that we're defined by our abilities, not our inabilities."* Rich Dixon

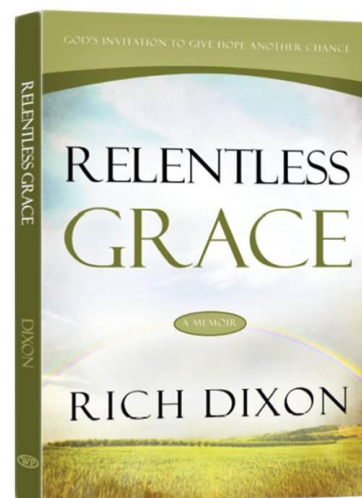
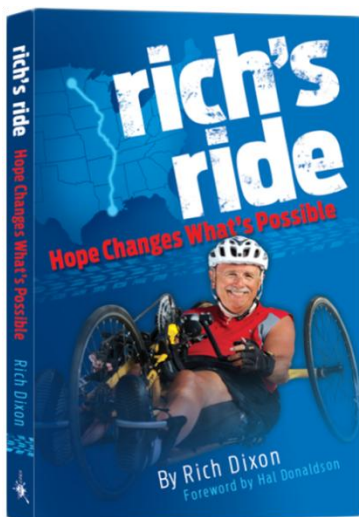
*"I'm excited about the ongoing partnership between **RICH'S RIDE** and Convoy of Hope. Convoy does amazing work supporting victims of poverty and disaster, and it's an honor to share a small piece of their incredible story."* Rich Dixon

*"I'm inspired and motivated by Rich Dixon's story. The world is a better place because Rich chose to turn tragedy into triumph."* Hal Donaldson, Founder and President, Convoy Of Hope

*"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

## PUBLISHING

In addition to two books, Rich's writing has also appeared in numerous Christian and general-market periodicals and anthologies.



Rich writes about the daily experiences of the ride at the [RICH'S RIDE blog](#).

## RICH DIXON BIO

Rich Dixon taught math to teenagers—from a wheelchair. He’s 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 below his chest.

Rich writes and speaks to a broad spectrum of audiences with his unique blend of 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 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).

## ON THE WEB

### Websites:

- Rich’s Ride: <http://richside.org/>
- Blog: [www.richside.org/blog/](http://www.richside.org/blog/)
- Route Info: <http://richside.org/front-range-freedom-tour/>
- About Rich: <http://richside.org/meet-rich/>

### Photo Links

You may download photos from:

[Rich’s Ride Blog \(www.richside.org/blog/\)](http://www.richside.org/blog/)

### Video & Other Media Coverage:

[YouTube](#)

[Media Room](#)



## SPONSORS & AFFILIATIONS

### Partner Organizations

**Convoy Of Hope**

A driving passion to feed the world

**International Justice Mission**

Rescue thousands; Protect millions; Prove that justice for the poor is possible.

**U Count Campaign**

Stop human trafficking

**Project Rescue**

Hope starts here

### Sponsors

Richardson Foundation

Top End Handcycles

Yancey's Food Services

Timberline Church

Home State Bank

Lee's Cyclery

Monte Vista Dairy- Dr. Garrett DeVries, DVM

National Bankers Trust

Julie Ulstrup Photography

Dynamic Recycling



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## CONTACT INFORMATION

### Press Inquiries:

Becky Dixon, Executive Director: (970) 218-1374 [becky@richdixon.net](mailto:becky@richdixon.net)

### General Information:

Becky

(970) 218-1374

[becky@richdixon.net](mailto:becky@richdixon.net)

Rich

(970) 226-2794

[rich@richdixon.net](mailto:rich@richdixon.net)

### Web

Website: [www.richside.org](http://www.richside.org)

Blog: [www.richside.org/blog](http://www.richside.org/blog)

Twitter: [@Rich\\_Dixon](https://twitter.com/Rich_Dixon) [@BeckyDixon11](https://twitter.com/BeckyDixon11)

Facebook: <http://www.facebook.com/richside>

### Mailing Address

Rich & Becky Dixon, 2851 Canby Way, Fort Collins, Co 80525

## RICH'S RIDE TEAM

### Rich

cranks his handcycle 40-50 miles per day, speaks to all sorts of audiences, and blogs each day about the experience.

Since 1999, Rich has handcycled more than 30,000 miles. **RICH'S RIDE** is an opportunity to use his love of handcycling to follow a dream, honor God, and serve others.



### Becky

is the brains, organizer, and one-woman support team for **RICH'S RIDE**. She rides with Rich when possible, keeps the logistics on track, and tries to make sure Rich doesn't get lost too frequently.

Becky's the official spokesperson for **RICH'S RIDE**. She loves to tell the story of God's faithfulness and hope.

### Monte

is a specially-trained service dog who goes everywhere with Rich. He's an eighty-pound people magnet disguised as a Yellow Labrador Retriever.

Monte runs 2-3 miles with Rich each day and allows Becky and Rich to be part of his entourage. He also contributes occasionally as a guest blogger.

