



Eighth Annual Celestial Seasonings® B Strong Ride Hits the Road August 11th

August 1, 2018

Proceeds Benefit Boulder Community Health Center for Integrative Care and George Karl Foundation

BOULDER, Colo., Aug. 1, 2018 /PRNewswire/ -- The 8th annual Celestial Seasonings® B Strong Ride presented by Flatirons Subaru and Mike Shaw Subaru will take more than 800 cyclists on four routes through Boulder County on Saturday, August 11th. The event is a fundraiser for Boulder and Denver area cancer causes, including Boulder Community Health Center for Integrative Care and the George Karl Foundation.



The event features four ride options starting and finishing at Celestial Seasonings in Boulder:

- **Morning Thunder Mountain Loop:** 69 miles through mountains north and west of Boulder
- **Red Zinger 38 Loop:** 38 miles through beautiful ranches and farms north of Boulder
- **Countryside Peach Passion Loop:** 24 miles through rolling terrain north of Boulder
- **Sleepytime Mini B:** 1-mile loop on Celestial Seasonings' campus for children 10 and under

Participants will also enjoy an outstanding post-ride party at Celestial Seasonings throughout the day. Highlights include live music from *Tunisia*, Oskar Blues beer, and food provided by Mateo, CyclHOPS, Rio Grande Mexican Restaurant, KT's BBQ, and Rush Bowls. Families and non-riders are also invited to post-ride festivities.

Event registration is available at bstrongride.com through Wednesday, August 8th or participants can register on-site at Celestial Seasonings the day of the event. Fees are \$95 for adults and \$55 for students and riders under 18. Registration for the "Mini B" (for children 10 and under) is \$10.

Founded in 2011, B Strong Ride has been an outstanding success, with more than 5,300 riders raising over \$2.3 million for local cancer charities to date.

"Celestial Seasonings is honored to be the title sponsor and host of this event that brings the community together and supports a cause that touches so many," said Tim Collins Vice President of Marketing. "Supporting these two great local organizations is consistent with Celestial Seasonings long-standing mission to help people live healthier and happier lives."

In addition to Celestial Seasonings®, Mike Shaw Subaru, and Flatirons Subaru, B Strong Ride is also supported by a number of local and national sponsors, including:

Platinum Sponsors:

Zayo, Rocky Mountain Cancer Centers and Tebo Properties

Additional Sponsors:

Dream Finders Homes, MBS Capital Markets, Oracle Data Cloud and PanTheryx

Auto Trader / Kelly Blue Book, Caruso Foundation, miRagen, One Bar, Philips, Subaru, Alpine Bank, Vertix Builders, Laszlo Law

Catering and Beer are provided by:

Oskar Blues, Mateo, CyclHOPS, Rush Bowls, Rio Grande and KT's BBQ

Medical Support is provided by:

Stadium Medical, Zoll and University of Colorado EMS

Media Support is provided by:

KBCO, KOA, Comcast, Daily Camera and Altitude

Bicycle repair service during the ride is provided by six local bicycle shops:

Cenna's Custom Cycles, Ltd Cycleworx, Mobile Bike Man, Republic Cycles Boulder, Wheat Ridge Cyclery, and Velofix

Celestial Seasonings, Inc.

For nearly 50 years, Celestial Seasonings, Inc. (a subsidiary of The Hain Celestial Group, Inc., Nasdaq: HAIN) has created delicious specialty teas that add magic to every moment. The brand currently offers more than 90 flavorful varieties of herbal, green, black, wellness, rooibos and chai teas. Each blend is expertly crafted by our Blendmaster from the finest herbs, teas, spices and botanicals and is presented in packaging adorned with beautiful artwork and inspiring quotes. From calming and relaxing to refreshing and rejuvenating to everyday wellness support, there's a Celestial Seasonings® product for all the moods and moments of your day. For more information, visit celestialseasonings.com or facebook.com/CelestialSeasonings.

Website: www.bstrongride.com

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