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NEWS

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New Fully-Supported Hunterdon County Bike Ride to Benefit Local Cancer Care Charity ... Registration Now Open for June 25 Carpe Diem Ride in Frenchtown

Flemington, N.J. – Picture the bliss of bicycling along the banks of the Delaware, and past dappled woodlands, sparkling streams and gently rolling hills through Hunterdon County’s inviting countryside on a fine early summer day in June – with the bonus of knowing that your ride will help make a difference for a lot of people fighting for their lives. Add the welcome cheers of enthusiastic supporters stationed at crossroads along your route, fully equipped rest and refreshment stops along the way, and a “sag wagon” riding at the rear to pick up anyone who needs help. For experienced and novice riders alike who enjoy the camaraderie of fellow riders and the rewards of contributing to a vital cause, it doesn’t get any better than that.

The first annual *Carpe Diem Ride* promises to deliver all of that and more on Sunday, June 25. Riders who “seize the day” can choose from four routes ranging from a gentle 18 miles to 100 miles that will challenge the boldest—all fully supported with rider services modeled on the very best bike ride fundraisers. The ride begins and ends at Old Frenchtown Field in historic Frenchtown, with staggered starts to bring everyone home at close to the same time. Unlike many organized rides that require substantial upfront funding commitments, the Carpe Diem Ride is open to riders 16 and older for a registration fee of only \$50. Participants are encouraged to raise additional donations to earn “cool swag”—the gear and paraphernalia coveted by riders everywhere—and most importantly, contribute to a cause that touches the lives of most of us in some way.

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BENEFITING



paul r. nardoni foundation
"Providing Comfort and Aid to Cancer Patients and Their Families"

Donations from riders and supporters will benefit *the Paul R. Nardoni Foundation* (PRN) in Flemington, New Jersey. The Foundation provides comfort and support for cancer patients, their families and other caregivers. Proceeds will also be donated to the *Lance Armstrong Foundation* (LAF) through its LIVESTRONG Ride Series program. LAF's mission is to inspire and empower people affected by cancer through advocacy, public health and research.

Funding for the Carpe Diem Ride is being provided by lead corporate sponsor *Crystal Mortgage*, with five New Jersey offices. The New Jersey law firm of *Archer & Greiner, P.C.* is also a major corporate sponsor. Additional sponsorships are available, and local companies are invited to help support this important event.

Karen Monroy, director of business development for Crystal Mortgage, is also serving as the Carpe Diem event coordinator. Noting her firm's strong connections with the extended Hunterdon community, Monroy said, "Crystal Mortgage is known for its dedication to being 'your mortgage partner for life.' This event is one way that we are showing our commitment to being a partner as well to our employees, their families and their communities in joining the brave and crucial fight against cancer."

Established in memory of Paul R. Nardoni, who died in 2001 of Hodgkins, the PRN Foundation takes its charter from Paul's concern for the comfort of family and friends who attended his needs during long hospital stays. Foundation dollars help facilities such as the Somerset Medical Center and the Hunterdon Regional Cancer Center fund "discretionary" amenities that give both patients and caregivers welcome respite. Examples of Foundation gifts include: CDs, DVDS, and players; mini-refrigerators and sleep chairs for family overnight stays in hospital rooms; computers, laptops and video phones; and art therapy programs. The Foundation also helps fund special "wishes" that bring joy to patients and loved ones. For more information about the Foundation's programs, visit www.prnfoundation.org

Carpe Diem – Seize the Day! – was a personal motto of Paul Nardoni and also expresses Lance Armstrong's philosophy. Carpe Diem ride coordinator John Quirke asks riders throughout the region to seize the day on June 25. "We're pulling out all the stops. The routes are fantastic. The rider services will be top-notch. And the cause matters to all of us," he said. "We plan to make the Carpe Diem Ride bigger and better every year. Your support will make this First Annual ride the huge success we need to make that happen. See you on June 25!"

To register for the ride or make donations, visit www.carpediemride.org . For more information about the event, readers may contact: John Quirke, Ride Coordinator, phone: 908-788-9700, ext. 2248; email: jquirke@archerlaw.com

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The Carpe Diem Creed

Cancer is the enemy. In this battle, none of us can be bystanders.

The Carpe Diem Ride is our way of joining the fight. It is one way we can all join the fight.

This ride is a celebration of our loved ones, our friends, our neighbors and our co-workers who have personally taken on the fight.

It is a thank you to everyone who has given support—however big or small—to make a cancer patient's life better.

It is a living memorial to Paul Nardoni and all of our family and friends who taught us what it means to love life. And seize the day. Each and every day God has given us.

Cancer is the enemy. The Carpe Diem Ride is our way of joining the fight. A fight we *will* win by joining together. *Carpe Diem*. Seize the day. And live it.