

FOR IMMEDIATE RELEASE
February 12, 2018

BikePGH and UPMC Health Plan Preparing Big Celebration for 25th Anniversary of PedalPGH in 2018

Contacts:

Alexandria Shewczyk, BikePGH, (412) 325-4334
Mike Carroll, BikePGH, (412) 325-4334
Gina Pferdehirt, UPMC, (412)-454-4953

PITTSBURGH (February 12, 2018) – The 25th anniversary of the UPMC Health Plan PedalPGH is slated for August 26, 2018 and title sponsor UPMC Health Plan is excited to host a big celebration this year. The Pittsburgh-based health care provider has sponsored the ride since 2016 and is committed to the race until 2020. UPMC Health Plan PedalPGH is the largest charity bike ride in Pennsylvania with 3,000 participants expected for the 25th anniversary.

“After 25 years, this ride is a Pittsburgh tradition, celebrating our diverse neighborhoods, while getting Pittsburghers to take part in healthy activity. We're very proud to support this event and Bike Pittsburgh's work in the community that gets even more people on bikes,” said Will Shrank MD, Chief Medical Officer, UPMC Health Plan. “We look forward to celebrating PedalPGH's 25th anniversary as title sponsor of this year's ride.”

The community impact of the annual ride goes beyond event day. Since BikePGH took over the PedalPGH in 2012, the event has raised more than \$330,000 for bicycle and pedestrian advocacy in Pittsburgh.

“UPMC Health Plan has been an invaluable partner since 2016 and we are excited to continue to work with them to get more people on bikes taking part in healthy activity,” said Scott Bricker, Executive Director at BikePGH. “Because of their support, we've been able to grow PedalPGH into the region's largest bike ride that has raised critical funds that go towards youth education, community building events, and advocacy that has resulted in safer streets in and around Pittsburgh.”

PedalPGH ticket pre-sale launches on February 14 with a special edition jersey and ticket package. All registration types open on March 1st and tickets can be purchased at PedalPGH.org.

NEW for 2018: Tickets for kids are just \$5 bucks! Registration for UPMC Health Plan PedalPGH includes a limited-edition t-shirt, PedalPGH water bottle, festive rest stops with amazing snacks, route signage marking every turn, cue sheets, ride marshals, post-race refreshments, and a finish line festival.

Event Details:

Date: Sunday, August 26, 2018

Time: 7:00 AM - 3:00 PM

Location: The ride begins and ends at Southside Riverfront Park (1 S. 18th Street, Pittsburgh, PA 15203)

Routes: 10 Mile Local Loop, 25 Mile City Tour, 40 Mile Grand Tour, and 62 Mile Challenge

#####

About BikePGH

BikePGH is a bicycle and pedestrian advocacy organization. Since 2002 Bike Pittsburgh has been transforming Pittsburgh's streets and communities into vibrant, healthy places by making them safe and accessible for everyone to bike and walk. For more information visit bikepgh.org.

About the UPMC Insurance Services Division

The UPMC Insurance Services Division is owned by UPMC (University of Pittsburgh Medical Center) a world-renowned health care provider and insurer based in Pittsburgh, Pa. The UPMC Insurance Services Division – which includes UPMC Health Plan, WorkPartners, UPMC *for Life*, UPMC *for You*, UPMC *for Kids*, and Community Care Behavioral Health — offers a full range of group health insurance, Medicare, Special Needs, CHIP, Medical Assistance, behavioral health, employee assistance and workers' compensation products and services to more than 3.2 million members. For more information, visit www.upmchealthplan.com.