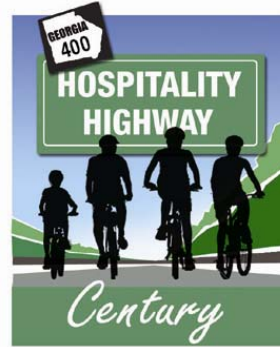


**FOR IMMEDIATE RELEASE**

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**BIKE RIDE WILL SHUT DOWN GA 400 FOR LOCAL CHARITY**  
*Event to benefit the Georgia Transplant Foundation*

**ATLANTA, GA – June 16, 2009:** Be a part of history as **GA 400** is temporarily shut down on **Sunday, July 12** for the inaugural “**Hospitality Highway Century**” to benefit the **Georgia Transplant Foundation (GTF)**.

**Registered riders will promptly start at 6:30 a.m.** from the former Home Depot parking lot in Roswell, at the intersection of Holcomb Bridge Rd. and Market Blvd., and pedal their way down **GA 400 from exit 7 to exit 6**. Cyclists will then wind through the **cities of Roswell, Sandy Springs, Milton, Johns Creek, Alpharetta, and other scenic areas of north Fulton County**. The route includes rest stops, complete with bathrooms, full technical support, and a variety of snacks and drinks. Whether it’s the **9-mile “I Did It” ride** or the **35-mile, 62-mile, or 100-mile** option, this event promises to be filled with fun, excitement, and the opportunity to say, **“I closed down 400!”**

“We’re excited about teaming up with the cities of Roswell, Sandy Springs, Johns Creek, Milton, and Alpharetta for this historic event,” said David Bakelman, Executive Director of the Georgia Transplant Foundation. “The funds raised through the Hospitality Highway Century will help us provide essential services to Georgia’s organ transplant community.”

Only registered cyclists, ready to go at 6:30 a.m., will be able to ride on GA 400 during the specific window of time allotted by the Department of Transportation. The early bird registration fee of \$35 will be in effect until July 3 for all route options. The fee rises to \$40 if received after July 3, including the day of the event. Registration includes a t-shirt, food, water, and full technical support along the way. The ride is open to anyone 14-years-of- age or older. **To register for the “Hospitality Highway Century”, please visit [400century.com](http://400century.com).**

Founded in Atlanta in 1992, the Georgia Transplant Foundation is a non-profit organization providing financial, educational, and emotional support to transplant candidates, recipients, living donors, and their families throughout the state of Georgia. GTF is funded through the generosity of the Carlos and Marguerite Mason Trust, corporations and individuals. Eighty-four percent of all funds raised directly supports Georgia’s organ transplant community. For more information, please visit [www.gatransplant.org](http://www.gatransplant.org).

For more information about the “Hospitality Highway Century”, please visit [400century.com](http://400century.com) or contact Kristin Stanley at (678) 514-1187 or [kstanley@gatransplant.org](mailto:kstanley@gatransplant.org).

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