

**CHAMPIONS FOR A CAUSE ANNOUNCES ANNUAL ROUTE
FOR WEEK-LONG MOTORCYCLE BREAST CANCER RIDE, “CRUISIN’ FOR A CAUSE”**

KNOXVILLE’S “TATA TOUR” EVENT TO KICK-OFF ANNUAL NATIONAL RIDE

FOR IMMEDIATE RELEASE:

KNOXVILLE, TN –April 20, 2010 – University of Tennessee Associate Head Basketball Coach Holly Warlick and University of California, Los Angeles (UCLA) Head Basketball Coach Nikki Caldwell are back on their motorcycles for the fourth annual **Cruisin’ For A Cause**, the signature event for parent foundation **Champions For A Cause** and presenting sponsor FedEx Office. The long-haul motorcycle ride, revving up May 8, is dedicated to raising funds and awareness for breast cancer.

This year, for their **Fourth Annual Crusin’ For A Cause** trip, Holly and Nikki are riding to Niagara Falls, NY with stops along the way in Washington D.C., New York City and Cincinnati, OH.

“Our goal is pretty simple,” says Holly. “We want to ride thousands of miles to recruit thousands of people to raise thousands of dollars for breast cancer.” Also a passionate crusader for breast cancer awareness and research, Nikki adds, “More than 185,000 women are diagnosed and more than 41,000 women die from breast cancer every year. This ride is one of our advocacy efforts to encourage the health community to advance their work on finding a cure for this life threatening illness.”

Kicking off **Cruisin’ For A Cause** is Knoxville’s local fundraising event, **TaTa Tour** on Saturday, May 8. Holly and Nikki invite local bikers to ride an area route with them beginning and ending at Wild Wing Café off Campbell Station Road in West Knoxville. The two-hour ride will include a ceremonial stop at the Women’s Basketball Hall of Fame. Bikers and supporters are then welcome to join the two after the ride for the **TaTa Tour Celebration**.

Following the **TaTa Tour Celebration**, Holly, Nikki and the entire Cruisin’ Crew will set out on the first leg of the 1850-mile round-trip to Niagara Falls and back. Special events will be held in Washington, DC with the Wellness Community National Headquarters on May 10, New York, NY with St. Jude Children’s Hospital and Sloan-Kettering Cancer Center on May 11, the U.S. Military Academy on May 12, and in Niagara Falls, NY on May 13. The route home will take the crew through Cincinnati, OH on May 14 where they will attend the St. Louis Cardinals and Cincinnati Reds MLB game before returning to Knoxville on May 15.

Holly and Nikki and the Cruisin’ for a Cause crew will celebrate their **Knoxville homecoming** where it started at Wild Wing Café at 2pm on the 15th.

Past **Cruisin’ For A Cause** rides included the inaugural ride in 2007 from Berkley, CA to Knoxville; a 2008 round-trip from Knoxville to Key West, FL., and the 2009 1500-mile round-trip ride to New Orleans and home. Since 2007, the Cruisin’ For A Cause has traveled over 6,000 miles and the annual event has contributed nearly \$100,000 to local and regional breast cancer programs.

Slots are limited for the Knoxville ride and online registration is encouraged at championsforacause.org.

Based in Knoxville, TN., **Champions For A Cause** has raised and donated nearly \$100,000 toward the fight against breast cancer. Monies raised through the foundation’s events support University of Tennessee Breast Health Outreach Program, The Wellness Community of East Tennessee, and Kay Yow/WBCA Cancer Fund. These organizations have provided mammograms, treatments, and education for those who would not otherwise be able to afford these life-saving services. **Champions For A Cause** is a non-profit (501(c)-3) fundraising organization founded by UT Associate Head Basketball Coach Holly Warlick and UCLA Head Basketball Coach Nikki Caldwell. It’s mission is to advance and support causes of charitable organizations whose purpose and commitment is to better the quality of life and health for individuals at risk or in need. For more information, visit **Champions For A Cause** at championsforacause.org. Also, become fans on [facebook](https://www.facebook.com/championsforacause) at Champions for a Cause and follow us on [twitter](https://twitter.com/Champs4ACause) at Champs4ACause.

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