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Madison Minnesota LuLaRoe Fundraiser To Support The Breast Cancer Research Foundation and The 2018 Pink Pedals 4 A Cure | Terry's Ride

Richmond, Minnesota, April 19, 2018 - Beginning April 21st through May 5th, Kristine Reszel will host an online LuLaRoe fundraiser to benefit The Breast Cancer Research Foundation (BCRF). When online customers purchase items from the LuLaRoe fundraising website, a \$3 donation (per item) will be donated to the BCRF via the Pink Pedals 4 A Cure BCRF fundraising page. When the combined \$3 donations reach a total of \$100, LuLaRoe will begin matching donations, with no limit. Throughout the two-week fundraising period, the LuLaRoe fundraising efforts will include LIVE Facebook shopping events providing viewers with new LuLaRoe product info, exciting inventory launch details, Pink Pedals 4 A Cure news and much, much more! Anyone can shop the LuLaRoe merchandise and fashions 24-7 beginning April 21st at the following fundraising Sonlet website <https://sonlet.com/party/1208435455p/>.

This June, Al Reszel, 59, will embark on his third consecutive Pink Pedals 4 A Cure | Terry's Ride, attempting to complete a monumental 3,500-mile solo bicycle ride from the Santa Monica Pier in Santa Monica, California to the global headquarters of the Breast Cancer Research Foundation (BCRF) in New York City.

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After months of research and training, Reszel will traverse the 3,500-miles on his quest to support his wife Terry, a breast cancer survivor since 2010, and to raise awareness and donations for the BCRF. Since it's founding in 1993, BCRF investigators have been involved in every major breast cancer research breakthrough. Their philosophy is simple, fund the minds behind these monumental discoveries, investing in research that provides real results. Al and Terry Reszel are the co-founders of Pink Pedals 4 A Cure | Terry's Ride (PP4AC), a charitable endeavor launched in 2015 to help raise awareness for breast cancer research. This isn't the first time Al has attempted a long-range solo bicycle ride in support of his wife Terry and the BCRF. During the inaugural Pink Pedals 4 A Cure | Terry's Ride in 2016, Al rode from St. Paul, Minnesota to Geneva, Illinois traversing 517-miles. In 2017, Al rode 1,744-miles over 21 days from St. Paul, Minnesota to the global headquarters of the BCRF in New York City.

"The BCRF supports more than 275 scientists, across 15 countries, on six continents, making the BCRF the largest private funder of breast cancer in the world," said Al Reszel, Pink Pedals 4 A Cure | Terry's Ride co-founder and solo bicyclist for the upcoming 2018 ride.

Al Reszel is an avid bicyclist and outdoorsman, living with his wife Terry in Richmond, Minnesota. Both Al and Terry have been residents of Minnesota for 24 years. Al's love of two-wheels started 27 years ago. Short afternoon rides quickly became 50-to-100 mile rides each weekend. Over the past few years, Al has participated in recent breast cancer awareness rides in and around the mid-state region. After 29 years as a business executive and trainer for companies the likes of Well Fargo and Great Western Bank, Al made a bold decision to leave Corporate America, go back to school and get his Masters Degree in Special Education. Earning his degree from Bemidji State University in 2013, Al began working as a Special Education teacher at Yellow Medicine East High School in Granite Falls, Minnesota. Al has been teaching for seven years now, loves working with 'his kids' and looks forward to many more years of working with his students. When Al isn't teaching or riding his bicycle, he spends time with his wife, family and four precious grandchildren.

The 2018 Pink Pedals 4 A Cure | Terry's Ride (PP4AC) fundraising campaign is officially underway with a goal of raising \$20,000 in donations for the BCRF. For more information regarding the 2018 Pink Pedals 4 A Cure | Terry's Ride or to find out how you CAN SAVE A LIFE with a donation to the BCRF, please visit the official Pink Pedals 4 A Cure | Terry's Ride website at <http://www.pinkpedals4acure.org>. To donate, please visit the 'Pink Pedals 4 A Cure | Terry's Ride' BCRF fundraising page at <https://give.bcrf.org/fundraiser/1077635>.

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