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PRESS RELEASE

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**EARLY REGISTRATION FOR THE 2014 “CYCLE FOR CHANGE”
CYCLING EVENT TO BEGIN THIS WEEKEND**
**Save \$5 by registering Saturday at the grand opening of the new Crazy
Cat Cyclery**

El Paso County Attorney Jo Anne Bernal today announced that this year’s “*Cycle for Change: From Surviving to Thriving*” will take place on Sunday October 26, 2014.

The cycling event entitled “*Cycle for Change: From Surviving to Thriving*” was created last year by the County Attorney’s Office in collaboration with Villa Maria, a local shelter for homeless women, to shift the focus from breaking the cycle of violence, to changing the victim’s mindset once the cycle is broken.

The purpose behind the event is to raise monies for local survivors of domestic violence for educational opportunities and therapeutic services. Last year, the inaugural event saw almost 300 cyclists and was able to raise more than \$5,000 in scholarship monies, which were distributed to survivors of domestic violence earlier this month.

This year, the County Attorney’s Office is excited to welcome Crazy Cat Cyclery to the list of community organizations that support this innovative and worthwhile cause.

Crazy Cat Cyclery will host early registration for the 2014 “Cycle for Change” at the grand opening of its new store located at 2800 N. Stanton, this Saturday, August 2nd, from noon to 5:00 p.m. The ribbon cutting ceremony is scheduled for 1:00 p.m.

This Saturday only, participants can register at Crazy Cat Cyclery for a reduced rate of \$20. Thereafter, early registration cost will jump to \$25.

WHO: Villa Maria Executive Director Linda Velarde

WHAT: Early registration for the 2014 “Cycle for Change” cycling event

**WHEN: Saturday, August 2, 2014, from 12:00 to 5:00 p.m.
(Store ribbon cutting ceremony at 1:00 p.m.)**

WHERE: New “Crazy Cat Cyclery” store, 2800 Stanton, El Paso, Texas 79901

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