\*\*\*MEDIA ALERT\*\*\*

Specialized Bicycles Launches Bike Program for Students with ADHD at Chartwell

WHAT: Local school Chartwell kicks off Specialized Bicycles brings bike program to their PE curriculum.

WHO: Specialized Bicycles established *The Specialized Foundation* to promote a healthy lifestyle and create bike programs to improve classroom attention. Specifically Specialized research has focused on the improvements of behavior, mood, and focus for children with ADHD.

WHERE: Chartwell School – 2511 Numa Watson Rd, Seaside, CA 93955

WHEN: 9:30am – 12:00pm (lunch will be provided)

WHY: Join Specialized Bicycles as they deliver the fleet of bicycles the Chartwell students will be using for their upcoming bike program. Students will assist in the bike builds to learn about bike maintenance, participate in a bike safety session, and get excited about riding bikes to improve the classroom behavior.

INTERVIEW OPPORTUNITIES: Mike Sinyard Founder of Specialized Bicycles, Lucy August-Perna Specialized Advocacy Manager, Nora Lee Head of Chartwell, Alyse LeValley Head of Chartwell, Kris Hill Chartwell PE Lead, John Reid Chartwell Strategic Management Consultant.

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For Immediate Release

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