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MEDIA RELEASE

BIKE FOR SIGHT

Ride Along the Cowichan River to Fight Childhood Blindness in Africa

Vancouver, BC – 11 August 2011: On Saturday September 17, a scenic 62-kilometre bike ride through the Cowichan Valley will help restore sight for children in eastern Africa. Bike for Sight will raise funds for Seva Canada to provide life-changing cataract surgeries for children in Tanzania, Burundi, Malawi and Madagascar where the incidence of pediatric cataracts is 10x what it is in Canada. A short operation prevents an average of 50 years of blindness and allows a child to go to school and reach their full potential.

“When it comes to eye problems in children, every day counts. Without early diagnosis and treatment of cataracts the child will be blind for life,” says Seva board member and event organizer Tom Voss.

The round-trip ride will start in Duncan and travel to Lake Cowichan along the recently opened trail along the old E&N railway line and will return along the CP Rail portion of the Trans Canada Trail, crossing the beautiful wooden trestles at Marie Canyon and Holt Creek.

Registration for the event is \$100 and includes prizes and a \$65 tax receipt. Participants can register online at www.seva.ca/join-bike-for-sight.htm. Cyclists will gather at 9 a.m. on September 17th in the Thrifty Foods parking lot in Duncan, 2775 Beverly Street and the ride starts at 10 a.m. The ride is expected to take anywhere between four and six hours, depending on the rider's skill level. Cyclists of all abilities are encouraged to make the ride, with mountain bikes the recommended mode of transport. The ride will end with a celebratory BBQ compliments of Thrifty Foods.

Call 1-877-460-6622 toll-free or email admin@seva.ca for more information or register online at www.seva.ca/join-bike-for-sight.htm.

About Seva Canada: Seva Canada is an international eye-care charity based in Vancouver and founded in 1982 to restore sight and prevent blindness in the developing world. To date, Seva Canada has restored eye sight to more than 2 million people. Currently Seva Canada works in 9 of the poorest regions in the world: Nepal, Tibet, India, Tanzania, Madagascar, Malawi, Cambodia, Guatemala and Egypt.

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For more information or to schedule an interview please contact:

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