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**TEAM ZMOTION AND PRO CYCLIST TOM DANIELSON JOIN FORCES TO RAISE
MONEY FOR KIDS IN DISTRESS**

Event Producers Anticipate More than 1,200 Cyclists

Ft. Lauderdale, FL – November 23, 2009 – **Kids in Distress (KID)** has announced that this year's **KIDS Inlet Challenge** will be led by pro cyclist **Tom Danielson** and presented by Zimmerman Advertising's **zMotion Foundation**. It is anticipated that the ride, which will take place on December 6, 2009 in Fort Lauderdale, will draw more than 1,200 cyclists, making it KID's largest cycling event yet.

The Inlet Challenge is in its eighth year and has drawn more than 5,000 riders over the years and raised \$650,000. Based in Fort Lauderdale, KID is a nationally accredited nonprofit organization that has provided assistance to abused children and their families for 30 years. With a primary focus on preventive programs aimed toward keeping families together, KID has opened its doors to many families in need of guidance and has served more than 6,200 children and families in Broward and Palm Beach County.

"We could not be more thrilled about our newly expanded partnership with Team zMotion and Zimmerman Advertising," says **Ellyn Okrent, Executive Vice President of KID**. "Their commitment to making a large impact for KID for this year's Inlet Challenge will most certainly take the event to an entirely new level. We are so excited to have Tom Danielson on board – he will be a big draw for lots of riders who will be enthused about the idea of riding alongside such a great cyclist for a good cause!" Okrent continued.

In the five years since it started, zMotion has participated in countless charitable rides and is now involved with philanthropic organizations throughout South Florida, including KID, National Multiple Sclerosis Society, Hospice for Life and Joe DiMaggio Children's Hospital. Year-to-date, zMotion has raised more than \$1.2 million for these and other worthwhile causes.

“We are hoping to make an impact in a big way on this year’s Inlet Challenge,” says **Pat Patregnani, Founder of zMotion and President of Zimmerman Advertising**. “So to make things interesting and to spread enthusiasm amongst our team, we have announced that the active zMotion member that raises the most money will be invited to join Tom Danielson and our pro racing team for a very special celebratory dinner on Saturday evening. And it seems to be working – they’re motivated already!”

Danielson, who currently holds the record for the fastest ascent of Mt. Washington, New Hampshire, in the Race to the Clouds competition, looks forward to participating in the challenge. Danielson’s many other accomplishments include record time for the Mt. Evans Hill Climb in Colorado, and the title win at the 2005 Tour de Georgia where he raced for the Discovery Channel team. Danielson is currently a member of Team Garmin-Slipstream.

zMotion has an entire weekend of activities planned leading up to Sunday’s featured ride. The weekend will kickoff with a ride on Saturday, December 5 that will leave from The Cove Restaurant in Deerfield Beach at 7:00 a.m. All active members of zMotion are invited to join Danielson for this ride along A1A and for breakfast afterwards at The Cove. Danielson will also lead Sunday’s Inlet Challenge, along with presenting sponsor zMotion.

To register to participate in the KIDS Inlet Challenge, visit zMotion.org

About KID

The 2009 KIDS Inlet Challenge will begin and end at South Beach Park in Fort Lauderdale on December 6. The ride starts at 7:00 a.m. Riders can choose between a 15-, 31-, 62.5- or 100-mile course along A1A. Riders are encouraged to visit zMotion.org to register for the ride. If you’re not already a member of Team zMotion, you can register online and ride in the KIDS Inlet Challenge for free as part of your paid membership. You can also visit kidsindistress.org to make a donation to the ride or to a specific rider.

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