



news release

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GEARING UP, a Philadelphia Program Using Cycling to Help Women in Crisis, to Host Fundraising Cycling & Yoga Classes January 25-26

Weekend-long "GEAR UP for GEARING UP" Classes at Athletic Centers throughout Philadelphia Metro Area

Philadelphia, PA – **Gearing Up** – a Philadelphia non-profit organization providing women in transition from abuse, addiction, and incarceration with the equipment and guidance to safely ride bicycles for exercise, transportation, and personal growth – will combine good health with a good cause when it hosts [GEAR UP for GEARING UP](#), a weekend-long fundraising event featuring nearly a dozen indoor cycling (spinning) sessions as well as two yoga classes.

The classes will be held January 25-26 at various locations throughout the Philadelphia area, including cycling centers such as Body Cycle Studio and The Wall Cycling; yoga studios such as Hotbox Yoga Manayunk and Dig Yoga; and fitness clubs including AFC Fitness and Sweat. The yoga class at Hotbox Yoga Manayunk, which is scheduled for Saturday, Jan. 25 at 5pm, will be hosted by Kristin Gavin, Gearing Up's Founder & Executive Director.

Cycling classes require a minimum donation of \$45, while those participating in yoga groups may donate whatever amount they choose. Class times, lengths and sizes vary. More information is available online at tinyurl.com/gearup2014.

The event will raise funds that help Gearing Up staff continue their groundbreaking work with Philadelphia-area women. The past year has been especially successful for Gearing Up, whose unique combination of self-esteem building skills, exercise, practical

transportation and sisterhood have been heralded in *Bicycling Magazine*, as well as in Philadelphia area newspapers such as *The Philadelphia Inquirer* and *The Morning Call*.

The organization also produced a documentary film, *Braking Cycles*, that chronicles three women who were seriously impacted by drugs, alcohol, prison sentences and violence, but who are now among Gearing Up's nearly 100 inspiring alumni success stories. The film made its television debut in July on WHYY-TV, Philadelphia's PBS affiliate station.

"GEAR UP for GEARING UP is an opportunity for the greater Philadelphia community to experience part of the exercise and healthy lifestyle benefits that Gearing Up provides for women in transition," said Kristin Gavin, Founder and Executive Director of Gearing Up. "We are looking to continue the momentum from this past year, which was Gearing Up's most impactful to date in terms of gaining valuable public support and positive publicity."

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About Gearing Up

Gearing Up is a non-profit organization whose mission is to provide women in transition from abuse, addiction, and incarceration with the skills, equipment, and guidance needed to safely ride a bicycle for exercise, transportation, and personal growth. Participants are attempting to learn how to live a sober life with purpose and meaning.

While in transition, bicycling offers a mode of transportation, opportunities for social connectedness and employment, and countless psychological and physical health benefits. Gearing Up provides women with regular coaching, mentoring, and support to adopt healthy lifestyle changes, promote personal growth, and use biking for constructive confidence building as well as a healthy, practical means of transportation. To learn more about Gearing Up, visit www.gearing-up.org.