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FOR IMMEDIATE RELEASE

Solo rider on a tandem bike departs Richmond, VA, continuing a 15,000 mile ride in honor of cancer victim wife

Richmond, VA, February 28, 2015 - Art Whiting is a big guy. And he has a big heart — and an even bigger mission. On February 28th, at 9:15am, Art will depart from the Capital building in Richmond, VA, for stage two of a 15,000 mile bicycle trip. That is about seven times longer than the Tour de France! The ride will take him to 48 state capitals in about eight months. He's riding in memory of his wife, Jessi Edwards, who lost her battle with cancer in January 2014. The journey, originally planned by the couple as fulfillment of a lifelong dream and a way to call attention to persons with cancer and their families, is now a solo adventure for one man – an empty bike seat. Art began his journey from the US Capitol grounds in Washington DC, on February 25, 2015, after a brief 9:15am ceremony with members of Congress.

Art Whiting, 6' 3" and 300#, will ride alone on the tandem bike he and his wife planned to use together. "For the families of people who've lost their battle with cancer, there are too many empty seats," Art says. "We all miss loved ones every day, but especially at holidays and birthdays, at family dinners—and, in my case, on Jessi's Ride."

Jessi's Ride was conceived as a way to honor Jessi and to raise awareness for research into cancer prevention through diet and exercise and into cardio- and nutrition oncology when cancer is present. More importantly, the ride celebrates what is possible for cancer patients and their families.



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"Jessi never stopped believing she could do this ride," Art says. "People with cancer should never stop believing, planning, and hoping. Jessi never did."

Jessie's ride tells the story of Jesse and of Art. But it also represents the stories of thousands — or even millions — of other cancer victims, patients, survivors, caregivers, families and friends. Jessie's ride is the story of never losing hope, never quitting, and never forgetting. It is also the start of a 15,000 mile long story on roads all around the United States that tells the tale of preventing cancer before it starts and fighting back when it is present.

Art Whiting is available for interviews while in the Richmond, VA, area. Contact Richard Williamson with BackBurner Marketing at (239) 770-2631 or by email at info@jessisride.com. An introductory video is available on YouTube at <https://www.youtube.com/channel/UCxXp-wzmXHFVwtidk1NcW0Q>