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## PRESS RELEASE

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FOR IMMEDIATE RELEASE  
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### **PEDAL FOR PAT TO RAISE AWARENESS ABOUT ALZHEIMER'S DISEASE** *Team prepares to ride 1,098 miles in honor of Pat Summitt*

KNOXVILLE, Tenn., March 20, 2017 – As the all-time winningest coach in NCAA history, Pat Summitt inspired countless students and fans as she led the University of Tennessee Lady Volunteer basketball team to 1,098 wins. Diagnosed at age 59 with early-onset dementia, Alzheimer's type, she impacted lives off the court by forming The Pat Summitt Foundation to fund non-profit organizations focused on patient care, caregiver support, and clinical research. After a five year battle with Alzheimer's, Summitt passed away last year, but her memory lives on through The Pat Summitt Clinic at The University of Tennessee Medical Center, which opened earlier this year. Summitt's personal story deeply impacted Joshua Crisp, president and founder of TLC Senior Living and partner at Knoxville-based Dominion Senior Living, a faith-based company which owns and operates assisted living and memory care communities throughout Tennessee, Kentucky, and South Carolina. Summitt's story, along with Crisp's personal experience with Alzheimer's and other forms of dementia in his communities, sparked a desire to create something bigger than himself to raise awareness.

Crisp's vision is becoming a reality through Pedal for Pat, a 1,098-mile cross-country cycling fundraising event in which Crisp and his team, The Summitt Cyclers, will ride an average of 90 to 100 miles each day for 12 days beginning on October 17. The ride will start at the Pat Summitt Plaza on the University of Tennessee campus and end in Key West, Fla. The team and event will be led by Joshua Crisp and supported by a host of volunteers that have already begun to come on board to assist in areas of fundraising, media communications, website, social media, logistics, and support.

"I wanted to challenge myself physically while starting a movement to raise awareness about Alzheimer's, and the more I thought about it, cycling with a team across the country was the perfect way to accomplish my goals," said Crisp. "I am not a cyclist, but I am working with a professional race team trainer, modifying my diet and starting by trying to reach 20 hours a week on the bike. I am honored to have the support of my fellow teammates, sponsors and the greater community. In true Pat Summitt fashion, we will come together as team 'Summitt Cyclers' to accomplish what may seem like an impossible task. All the while, we will raise funds for Pat's clinic, and we will make a measurable impact



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on the lives of families living with Alzheimer's and other forms of dementia. We also hope to educate young and old that research shows that healthy living and exercise could have the potential to prevent the occurrence of Alzheimer's and slow the progression of the disease."

Each team member is committed to raising at least \$10,000 which will be donated to The Pat Summit Foundation, which designates 100 percent of its grant funding to The Pat Summitt Clinic. Crisp encourages other interested individuals to join or sponsor the team, cheer the team on along the route, as well as sponsor a rider, donate in honor of a loved one or ride with the team for a day. The team is also reaching out to universities and senior living communities along the route to provide lodging for the riders.

"We are deeply moved by this commitment to raise awareness about Alzheimer's, and we are honored that this event will help us support the many families living with this disease," said Patrick Wade, executive director of The Pat Summitt Foundation. "Our mission is to make a significant difference in the lives of patients and caregivers and to fund research seeking treatment and a cure for Alzheimer's disease; events like these make a tremendous difference. We are excited to share the team's progress on our Facebook page, and we are thrilled that this group will help us shine a light on Alzheimer's disease across the country."

The team would like to thank some of the sponsors who are making the event possible, and they include The Bike Zoo, Podium Sports Medicine, Parrott Printing, and Silversphere. For members of the public interested in making a donation or to learn more about Pedal for Pat, they can visit [www.patsummitt.org/pedal](http://www.patsummitt.org/pedal) or call 865-524-1223.

Members of the media interested in setting up interviews, seeing the team train or coming along for part of the ride, please contact Susan Hoover via phone at 214-378-7970 ext. 304 or email at [shoover@thepointgroup.com](mailto:shoover@thepointgroup.com) or Amy Jones via phone at 214-378-7970 ext. 302 or email at [ajones@thepointgroup.com](mailto:ajones@thepointgroup.com).

## **ABOUT PEDAL FOR PAT**

Pedal for Pat is a cross-country ride cycling fundraiser in which a team of 12 individuals will ride for 12 days from Knoxville, Tennessee to Key West, Fla. Each team member will raise \$10,000 for The Pat Summitt Foundation, which designates 100 percent of its grant funding to The Pat Summitt Clinic at The University of Tennessee Medical Center. The team will ride a total of 1,098 miles in honor of Pat Summitt's 1,098 wins as legendary coach of the University of Tennessee Lady Volunteer basketball team. Joshua Crisp, president and founder of TLC Senior Living and partner at Knoxville-based Dominion Senior Living, a faith-based company which owns and operates assisted living and memory



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care communities throughout Tennessee, Kentucky, and South Carolina created the event to honor Pat Summitt and raise awareness about Alzheimer's disease and other forms of dementia.

### **ABOUT THE PAT SUMMITT FOUNDATION**

The Pat Summitt Foundation, a fund of East Tennessee Foundation, was established by Pat and Tyler Summitt in November 2011. Its mission is to award grants to non-profit organizations that advance research for treatment and a cure, provide support for patients and caregivers, and educate the public on Alzheimer's disease. In 2015, The Pat Summitt Foundation formed a strategic partnership with The University of Tennessee Medical Center to create The Pat Summitt Clinic. The clinic, which opened in December 2016, greatly improves access to healthcare services for families and patients facing Alzheimer's disease in a facility created to advance Alzheimer's research, detection, treatment, family caregiver support, and ultimately, lead to a cure. To learn more please visit [www.patsummitt.org](http://www.patsummitt.org), like us on facebook.com/patsummittfoundation, and follow us on Twitter and Instagram @webackpat.

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### **Images courtesy of Pedal for Pat:**

**Photo 1:** Joshua Crisp training for the Pedal for Pat event.