



For Immediate Release

IMPROVE CLASSROOM PERFORMANCE THROUGH SCHOOL BIKE PROGRAM  
*Partner grants help fund Riding for Focus Cycling Program to impact additional schools*

MORGAN HILL, Calif., May 4, 2017—The Specialized Foundation announces plan to expanding *Riding for Focus* bike program through partnering with organizations for matching grants. By securing grants the program will be able to roll out to additional schools and positively impact student’s classroom performance nationwide.

Over the last three years The Specialized Foundation has provided the curriculum, training, bikes and equipment for middle schools. But the team wants to scale the program further and has been working with partners on grant opportunities. The goal is to triple the number of schools with the program in 2017.

Thanks to a pilot matching grant provided by The Silicon Valley Leadership Group Foundation, two Bay Area schools comprised the Spring 2017 grant including Chaboya Middle School and Britton Middle School that are now implementing the *Riding for Focus* school bike program. Not only did the grant allow for the school to begin the program, it also funded the largest number of bikes and equipment of any schools with the program.

“At the Silicon Valley Leadership Group Foundation, we know that a child’s focus in school is strengthened through both exercise and nutrition,” said Silicon Valley Leadership Group Foundation CEO Carl Guardino, “We’re proud of our partnership with The Specialized Foundations innovative efforts to bring cycling to schools, and healthier lifestyles to our kids. Good healthy habits start at a young age, so giving children opportunities to participate in walking and running challenges as part of our Turkey Trot, Santa Run, Heart and Soles or through a wonderful program such as the *Riding for Focus* program will hopefully give them experiences and habits they will keep for a lifetime.”

The Specialized Foundation is excited to offer the *Riding for Focus* middle school program. This spring grant enables piloting the program to larger public schools, and includes fifty bikes and equipment with the goal to impact the largest number of youth and will explore programs to maximize cycling throughout the year. By enabling this matching grant program, 100 percent of the partner donations go directly to the school.

The Specialized Foundation’s *Riding for Focus* school program is designed to introduce students to cycling’s positive effects on academic performance, health, and wellbeing, with a focus on students with learning differences such as ADHD. The curriculum has been built based on research done by a third-party research organization that studied the impact of cycling on middle school students.

The research gathered is based on two comprehensive studies focused on two segments. The first was the positive impact of cycling for children with ADHD through classroom performance and behavioral improvement. The second was based on the improvement of Standardized Test Scores for students that participated in the bike program versus students that did not. Recently, The Specialized Foundation partnered with [Stanford University](#) to further research the positive effects of cycling for children. Stanford recently added their post-doc candidate to lead the multi-year research program.



**Additional Resources:**

Interested schools, donors, volunteers can signup and learn more at [HERE](#).

To find out more about The Specialized Foundation and grant application please visit the [website](#) and check out the overview [video](#) and *Riding for Focus* [video](#). Follow us on [Facebook](#), [Twitter](#) and [Instagram](#) and join the conversation.

**About The Specialized Foundation:**

The Specialized Foundation was established in 2015 with the intention of introducing students to cycling's positive effects on academic performance, health, and wellbeing, with a focus on students with learning differences like ADHD.

**About Silicon Valley Leadership Group Foundation**

The Silicon Valley Leadership Group Foundation, a non-profit 501(c)(3) organization connected to the Silicon Valley Leadership Group and its Board, supports activities that drive a strong sense of community engagement and serves as a forum for non-partisan research and analysis of public policy issues affecting the Silicon Valley region, including education, energy, environmental protection, health, housing, land use and transportation. It focuses on providing financial and promotional assistance to charities, business and community leaders, scholars or other groups that support its mission.

####

Contact:

Kimberly Ellis, SVP Communication and Marketing  
408-501-7854  
[kellis@svlg.org](mailto:kellis@svlg.org)

Contact:

Katie Sue Gruener, Global PR  
408-779-6229 x 4208  
[KatieSue.Gruener@Specialized.com](mailto:KatieSue.Gruener@Specialized.com)