

For Immediate Release

APPLY FOR THE SPECIALIZED FOUNDATION SCHOOL BIKE PROGRAM

*Now accepting applications for the Fall 2017 Riding for Focus Cycling Program*

MORGAN HILL, Calif., February 27, 2017—The Specialized Foundation has opened applications for their cycling program, *Riding for Focus*, to middle schools (grades 6-9) throughout the USA for the 2017-18 academic year. The application period is open now through March 24<sup>th</sup>.

The selected schools will receive a cycling curriculum designed to national PE standards, plus support, training, and equipment to create a lasting cycling program in that school. Specifically, the schools will receive the *Riding for Focus* program curriculum, a fleet of bikes and helmets to support their PE cycling program, a starter maintenance kit, and a trip to Specialized Headquarters in Morgan Hill, CA for program curriculum training. Each school applying is asked to provide a Program Champion that will lead the program at their school and can sustain the program for a minimum of two years. An optional additional day will be available to join in on the Riding for Focus Research Summit hosted in cooperation with Stanford Medicine.

“In 2016, the *Riding for Focus* program reached 1000 students nationwide. We are excited to scale the program even further with the goal of tripling our reach in 2017, said Ted Theocheung, CEO of The Specialized Foundation. By partnering with the academic research and the community to define and implement the program, we have seen tremendous enthusiasm and support of the program champions, administrators, parents and especially the students; we will be able to reach our goal to positively impact many more children’s lives.”

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.

Mike Sinyard, Specialized Founder and CEO, stated, “At Specialized, we are a company of riders and have each been transformed through cycling in one way or another. The Specialized Foundation, and its *Riding for Focus* program, are our ways to contribute to future generations and do our part to create a healthier world for our children.”

**Additional Resources:**

Learn more about the [Specialized Foundation](#) and the grant application  
Specialized Foundation overview [video](#) and the *Riding for Focus* School Cycling Program [video](#)  
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**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.

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Contact:

Katie Sue Gruener

408-779-6229 x 4208

[KatieSue.Gruener@Specialized.com](mailto:KatieSue.Gruener@Specialized.com)