

Dear people interested in traveling across the country on a bike for fun and charity,

Thank you so much for showing interest in joining me on this charity mission! I was very pleased with the response I received from friends and strangers alike. I'm sure some of you may be at least a little bit curious as to what all this is about and how it's going to be pulled off. There is no possible way I will be able to address every question or concern in this initial message but I am definitely open to discussing further with you, over the phone or in person. Just ask!

So, here we go! I am going to attempt to outline some of the who, what, when, where, and whys. I hope my informal format and tone reach you well.

For starters, the bike trip that I'm organizing is just one part of a larger push to raise at least one million dollars for the Leukemia and Lymphoma Society (LLS). My boss, Trent Corbin, was nominated to head a team for the annual North Carolina Man & Woman of the Year campaign. Sounds kind of crazy and a little egoistic so before you get all "Oh, so this is just so someone can win some dang award?" I want you to just chill for a bit and trust me. There are so many aspects and moving parts of this trip, but frankly I just need to get past this stage of filtering people who 1.) Want to go, and 2.) Are able to go. Once I get a squad of those people set we can have plenty of group convo's and informational sessions where you can hear every single little detail and decide whether or not you're still down. Honestly, I think this is one heck of an opportunity and I encourage you to at least hear it out to its extent. So, with that being said, here are a bunch of key points (relating primarily to the structure of this whole thing) that minimally sums up what's going on.

- Our team is trying to raise 1 million dollars to help beat cancer.
- I chose to organize and lead this bike trip as my contribution and set the goal of \$250,000 (I would be very happy if the bike crew together raised only \$100,000 but, you know, gotta dream big.)
- If you go, you are on the team and the money you raise will be seen as your contribution and you will be recognized.
- You can be on the team and help raise money even if you don't go.
- The LLS is providing a bunch of resources (including their physical selves) to help us effectively raise money.
- There is a HUGE gala in June that we will all be able to attend. (Super fancy, free food, and open bar type deal.)

Now here I will shift towards answering some questions that nobody asked but I just think are worth talking about.

### **Why do I think this is a good idea?**

I'm glad you asked! A couple years ago some co-workers of mine raised \$3,000 a piece for cystic fibrosis. All they did was ask some businesses to sponsor them to go on a hike that

lasted about 6 hours. I figured if two people could raise 6k to hike for an afternoon, a bunch of nice people like us could raise much more to bike across the US of A.

### **Will it be hard to raise the money?**

Nah, it will be a breeze. The support and backing we have is unreal. The LLS puts on this contest every year and they want everyone to raise as much money as possible. There is a lot they are offering to our disposal but just for example they will literally handwrite and mail 100 letters for each member of the team if we provide names and addresses. THEY WANT TO HELP! They'll even show up with us to businesses and help explain why they should donate.

\*\*\*Side note\*\*\* There are a lot of bundles and perks for both large and small businesses that will entice them to donate. Most of them would love to donate for the tax break alone but the advertising perks are huge incentives for them as well. (It's kind of sad that they aren't giving money just to help the cause but it's awesome that they are so willing to fork it out anyways.)

### **Will it be physically hard to bike across the country?**

I mean, kind of. It's not going to be a walk in the park but it's also not going to be a walk through the flaming gates of hell either. It's just over 3,000 miles total in roughly 65 days. When you break it down, that's close to an average of 50 miles per day. Does that still sound like a lot? If traveling at an average pace of 12 mph, 50 miles can be completed in slightly over 4 hours. Does that still sound too hard? If so, maybe this isn't the move for you. I would also like to point out that this same route has been completed by an 8 year old. A large portion of the people that bike this route are over 55 years old because that's how long they waited before they decided to do something cool like this. Bottom line: We are going to train and stuff.

### **Will it be mentally hard to bike across the country?**

Yeah, I bet it will be pretty tough. We will constantly have to be thinking about the weather, alternate routes, accommodations, bike maintenance, nutrition, and what gear to carry. This is why in the meantime, along with our physical training, individuals will also be tasked with studying up on these other topics. It would be great if we could have 1-2 people assigned to each of those categories so that when it comes time for a decision we are more of a well oiled machine and less of a jumbled mess of people who have never biked before. Can't wait!

\*\*\*Side note\*\*\* We will have someone in a four wheeled automobile accompanying us town to town. He will not be driving directly behind us, watching our toned patooties bobbing up and down as we valiantly peddle towards the Cali coast. He will be more so an emergency/utility vehicle that we see on the regular. He will also be handling some of our promotion during the trip. Think of him as a cool video tech guy who thought this was a great idea and wanted to get out of the office to join us but I was like "Hey! How about you just carry some of our stuff and film it?".

### **Where are we going to sleep?**

The route we are traveling on is an actual thing. Like, numerous people do this, and they all share their experiences. The biking community is freaking nuts, man! I'm talking turn-by-turn navigational maps that pinpoint everything we could ever need down to the guy that was painting a fence by the road with a cooler full of gatorade. We will mainly be camping but will also be staying in hotels on occasion. Don't worry, we will have these campsites solidified ahead of time. And when I say campsites I don't just mean campgrounds. Churches, fire departments, and friendly locals are often more than happy to open up their grass for golden do-gooder groups like us.

---This completes my Q(that nobody actually asked)&A session---

So yeah that's pretty much it for the info that I'm providing in this first message to you all. Not that I don't want to share more at this time, I just feel like this is a sufficient amount to move some of you on to the next phase of the process. If you are unsure if you want to move to the next phase and hear more, ask yourself the following questions:

- Can I be available March 29 - June 2, 2020?
- Do I want to contribute to an amazing cause?
- Am I physically capable of riding a bike for 3-6 hours a day?
- Am I mentally capable of strategizing with a team for two months?
- Can I let go of any pessimistic feelings I have and enjoy this adventure?

I don't want my comedic, light-hearted approach to fool you. I am a very passionate person and I care deeply about the cause we'll be fighting for. I don't know what motivates you but my personal experiences with cancer are what will fuel every rotation of my tires. I am going to raise a lot of money and I am going to ride across America on a bicycle. I would really love for you to join me.

Best regards,

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P.S. I'm serious about calling to talk or ask questions. Shoot me a text or something beforehand but I would love to hear from any of you!