

Wear Yellow Ride

Ninth annual bike ride rolls in the dough for cancer patients

STORY AND PHOTOS BY LORI ROMANO

Hundreds of eager riders arrived at the Strategic Air and Space Museum in the pre-dawn hours May 19 to brave the wind and ride to fight cancer.

What started in 2003 with 75 grew to 380 riders at this year's event, and the ninth annual Wear Yellow Ride raised a whopping \$30,000 to help cancer patients and families right here in Nebraska.

Formed in 2009, Wear Yellow Nebraska is a local grassroots organization fighting cancer through advocacy, awareness and fundraising. Throughout the year, Wear Yellow has several signature events including the January Kick Off, the Wear Yellow Ride, a WYNe Nite beer and wine tasting, bike support for the Omaha Marathon, Art in the Bag, and the Rollin' to Colon bike event to raise money for the Great Plains Colon Cancer Task Force.

In addition to raising awareness and funds for local cancer patients, Wear Yellow Nebraska recently launched the new Wear Yellow Cab Ride program. This new taxi service is being piloted through the Nebraska Cancer Specialists location at Alegant's Bergan Mercy Medical Center in Omaha, and hopes to expand to other hospitals within the year.

The 10th annual Wear Yellow Ride has already been scheduled for May 18, 2013, and each registration will provide the funds for one Wear Yellow Cab Ride to a patient undergoing cancer treatment.

For more information about Wear Yellow Nebraska and to view a schedule of upcoming events, visit www.wearyellownebraska.org or e-mail wearyellownebraska@gmail.com.



1 & 2) Riders braved the wind and raised \$30,000 at the Wear Yellow Ride to help cancer patients and their families. 3) Wear Yellow Nebraska is a local grassroots organization fighting cancer through advocacy, awareness and fundraising. 4) Many participated in the Wear Yellow Ride in memory of a loved one who died of cancer.

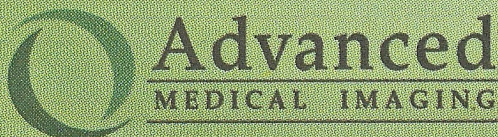
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