



Girl Power Fuels Bicycle Relief Program

Ultra Rob announces continued support of World Bicycle Relief

Colorado Springs, CO ([PRWEB](#)) December 2, 2010 -- Rob Lucas, "Ultra Rob," the founder of UltraRob.com, a popular [outdoor recreation and gear website](#), has announced his continued support of World Bicycle Relief. The non-profit group, based in Chicago, provides bicycles and bike technology and resources for people in countries impacted by poverty or natural disasters.

From now through Dec. 25, Lucas will donate 10 percent of his site earnings to WBR. The UltraRob.com website lists over 200,000 [bike and outdoor gear products](#) from over 80 online stores.

Last year, WBR launched The Bicycles for Educational Empowerment Program, with the goal of providing 50,000 bikes to help Zambian children get to school. More than 7,000 bikes have been distributed in that program alone, and have drastically improved school attendance.

The group also expanded operations in Zimbabwe and Kenya last year, and has sold more than 3,000 bikes to groups such as Care International.

Lucas is impressed by the focus of WBR. "I ride my bike for fun and the challenge of competition, but the bikes that World Bicycle Relief provide to school children in Africa have the opportunity to change lives," he says.

This year, WBR is focusing on the power of a bicycle in the hands of a girl. The Bicycles for Educational Empowerment Program (BEEP) has partnered with the Zambian Ministry of Education to provide 50,000 bikes to 5,000 schools across that country. Seventy percent of the bikes will go to girls, who often have to walk three hours to school.

According to the World Bank, "There is no investment more effective for achieving development goals than educating girls." UNICEF speaks of the "multiplier effect" that comes from educating girls.

In the last 2 years, Lucas' donations have helped purchase 23 bikes by tapping into dollar for dollar matching from an anonymous donor. Once again this year, there will be matching dollars.

"I'm proud to support this program," Lucas says. "It's a way to translate my love of cycling into a way to improve lives. And as the father of two girls, I'm excited about helping girls in Zambia get an education."

To participate in Ultra Rob's donation campaign, visit his website at [UltraRob.com](#), or learn more about World Bicycle Relief on their website at [www.worldbicyclerelief.org](#).

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Online Web 2.0 Version

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