

## Cyclist Launches Campaign to Help Give Wheels to Those Who Walk

*Ultra Rob launches a charity campaign to help provide wheels of hope to those who walk, donating 10% of his website earnings to World Bicycle Relief.*

Colorado Springs, CO ([PRWeb](#)) November 24, 2008 -- Imagine having to deliver a life-saving message, crucial medicine or care for the sick in a nation -- and having no way to do so but your own two feet.

Rob Lucas, otherwise known as Ultra Rob, knows just how much difference a bicycle can make. He's beginning a charity campaign on November 24 and donating 10% of earnings from his website, [UltraRob.com](#), to World Bicycle Relief until the campaign ends on Christmas Day. With his website listing over 200,000 [cycling and outdoor gear](#) products from over 60 online stores, Rob is confident his contribution to the World Bicycle Relief is going to make a big difference.

World Bicycle Relief has distributed nearly 50,000 bicycles since the initiative's inception in 2005. That's a lot of wheels supporting healthcare, education and economic development opportunities in poverty relief and disaster assistance situations. The organization has some big names backing its efforts, too, such as Johan Bruyneel, the mastermind behind 8 of the last 9 Tour de France victories, who sits on the Board of Directors.

Ultra Rob hopes to create a positive impact for bicycle recipients. He hopes to tap into the generosity of a current World Bicycle Relief supporter who will match donations dollar for dollar through the end of the year. "The money I raise will go farther," Ultra Rob points out. "One bicycle costs only \$134. It won't take much to raise funds, and every dollar adds up to make a big difference. I'm really excited about this campaign and giving the gift of a better life to these people."

Bicycles have impacted Ultra Rob's life too. His love of cycling goes back a long, long way. "I've been competing for nearly 20 years. I've participated in the world's toughest cycling event, riding 2,000 miles in eight days," he notes. "I had the best equipment. There are people in the world who need to deliver life-saving medicine or care for the sick, and they don't even have the most basic equipment to get where they need to be."

"I'm proud to support World Bicycle Relief," Ultra Rob states. "It's the best way I can think of to use my website and my love of cycling to give people the resources they need for a better life."

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

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