



For Immediate Release

RBC GranFondo Silicon Valley partners with The Specialized Foundation to Fund Cycling Program for an East Palo Alto Middle School

Partnership introduces cycling program to youth with a focus on improving academic, health and social success.

MORGAN HILL, Calif, May 10, 2019 - The Royal Bank of Canada and City National Bank are excited to partner with the Specialized Foundation for their upcoming event, the RBC GranFondo Silicon Valley, to fully fund the Riding for Focus cycling program in East Palo Alto.

Thanks to funding committed by Royal Bank of Canada and City National Bank, Ravenswood Middle School will receive a fleet of bikes, a starter maintenance kit, and helmets to activate the program this fall. Additionally, they will have a program champion attend an in-person training session hosted by The Specialized Foundation staff to ensure success as for their classrooms this fall. This school will join other Riding for Focus schools for the 2019-2020 school year, which in total will reach more than 33,000 students across 130 schools, in 45 states and Canada.

This generous donation by the RBC GranFondo will introduce cycling to a group of students that may not have access to cycling. East Palo Alto, in the heart of Silicon Valley is home to a disproportionate number of traditionally underserved youth compared to more affluent adjacent neighborhoods. Ravenswood Middle School helps students prepare for high school by developing habits of success such as perseverance, resourcefulness, responsibility, and empathy.

“Our goal is to help students achieve academic, health, and social success through cycling. Thanks to our partnership with RBC GranFondo Silicon Valley and their generous donation, we’re able to expand and offer our program to new students in East Palo Alto, who we are excited to see benefit from the program,” said David Wood, Director of Program Management.

“We are absolutely delighted to be partnered with The Specialized Foundation”, said Neil McKinnon, founder of RBC GranFondo Silicon Valley. “Our goal is to help support the students at Ravenswood Middle School through the power of cycling and are excited to come together to make a difference in our kids’ lives.”

“The City of East Palo Alto welcomes the return of the Gran Fondo event to our city”. Said East Palo Alto Councilmember Larry Moody “The many benefits of cycling will be on full display the weekend of June 22.”

Additional Resources:

To find out more about The Specialized Foundation, visit the [website](#). Follow The Specialized Foundation on [Facebook](#), [Twitter](#), and [Instagram](#) to join the conversation. Official hashtag: #ridingforfocus

To learn more about RBC GranFondo Silicon Valley, visit the [website](#). Follow RBC GranFondo on [Facebook](#), [Twitter](#) and [Instagram](#) to join the conversation. Official hashtag: #rbcgranfondo

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.

About RBC GranFondo Silicon Valley

Debuting in June 2018, RBC GranFondo Silicon Valley is a weekend long high-end cycling event based at the Four Seasons Silicon Valley at East Palo Alto. Limited to 1000 riders total and focused on fundraising efforts to benefit youth in the local community, the event includes a fully-supported course with two distance categories (Medio 47mi / Gran Fondo 71mi) and returns to an outdoor food-festival at the hotel known as Celebration Plaza.

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