

July 5, 2007

For more information:

Visit the updated event website at www.RideGeorgeRide.org or contact Matt Baron at 708.860.1380 or Matt@InsideEdgePR.com.

George Hood Century Spin For Kiwanis Kids-World Record Attempt

Only days remain before ultra athlete George Hood begins the ride of his life on a stationary bike in pursuit of a Guinness World Record for the stationary “spin” cycling marathon.

Hood’s ride is called the Century Spin For Kiwanis Kids and will benefit the children and young adults with special needs who attend Twin Lakes Camp, a Kiwanis Club-operated camp near Plymouth, Indiana. With a goal of raising \$30,000, this event will be held at the Five Seasons Sports Club in Burr Ridge from 7 a.m. Tuesday, July 10 to approximately 8 p.m. Saturday, July 14.

There continues to be a growing number of elements to this dynamic story, including the presence of Guinness World Records’ official Scott Christie, who on behalf of GWR Ltd. has taken a keen interest in this story and will adjudicate the event at the end of Hood’s planned 100-plus-hour ride.

The GWR adjudication is being sponsored by Audi of Westmont, a generous supporter.

Additional event highlights and developments that you may find noteworthy:

*As mentioned above, Scott Christie, Guidelines Record Manager of Guinness World Records, Ltd., is flying from London to Chicago on Friday, July 13, on the fourth day of Hood’s five-day odyssey. Anonymous donations and sponsorships are covering the cost of bringing a GWR representative to the event for adjudication

In April, Christie informed Hood that his first bid at breaking the record for stationary “spin” cycling could not be certified because of bookkeeping discrepancies. [See <http://www.ridegeorgeride.org/news.html>]

708.860.1380

www.OutsideEdgePR.com

1515 N. Harlem Avenue Oak Park, IL 60302

“I’m thrilled that we’re able to have Scott Christie here in person,” said Hood, a supervisory special agent with the Drug Enforcement Administration. “Through our frequent email correspondence, he and I have developed a rapport that goes back to December of last year. It will be an honor to have him on hand for the final push toward a Guinness World Record.”

Christie’s presence is hardly ceremonial. After Hood’s January spin, it took several weeks for event organizers to send the event’s logbook and other documentation to GWR officials, leading to the late-April ruling that the attempt would not be certified.

Based on GWR guidelines, when a GWR official is present to adjudicate a world record effort, there is an immediate decision on certification of the record bid.

That decision is based on the same strict adherence to GWR guidelines that were necessary for Hood’s January 2007 spin. Hood’s record-keeping support crew, led by Mickey Straub, will present a detailed briefing to Christie upon his arrival at Five Seasons that Friday evening.

That briefing will let Christie know the progress and documentation of Hood’s attempt to facilitate adjudication by Christie on Saturday evening. If all goes as hoped, Hood will receive the coveted Guinness World Record credential. During his stay in Burr Ridge, Christie will be available for interviews.

*After a recent visit to Twin Lakes Camp (www.twinlakescampinc.com) near Plymouth, Ind., Hood has additional motivational fuel to accomplish the Century Spin. Accompanying Hood during the visit were Kandice Jacobs, President of the Kiwanis Club of Willowbrook-Burr Ridge, and Paul Oggerino, a fellow law enforcement officer and logistics coordinator for the event.

*During the visit to Twin Lakes Camp on June 26, Hood met, unexpectedly, Brett Eastburn, a 35-year-old alum of the camp who has inspired people across the globe as a motivational speaker. Hood and Eastburn formed an instant bond, based on their common goal-setting philosophy.

Eastburn, online at www.bretteastburn.com, was born without arms, without legs and, as he tells people, without disabilities. Along with his wife, Chrisa, Eastburn will be at Five Seasons for the final three days of the Century Spin, staying by Hood's side during his most difficult hours to help keep him inspired.

Eastburn will also deliver a motivational talk at the Five Seasons Sports Club on Friday, July 13. Details of that presentation will be announced.

*In addition to raising money for Twin Lakes Camp, Hood is working to raise awareness of Graves' Disease and the National Graves Disease Foundation, online at www.ngdf.org.

Hood is a Graves' Disease survivor and will be featured at the NDGF annual conference in October. As noted on the NGDF website, the disease is the leading cause of hyperthyroidism and represents a basic defect in the immune system, causing production of antibodies that stimulate and attack the thyroid gland, causing growth of the gland and overproduction of thyroid hormone.

*In addition to sons Christopher, 18, Brandon, 15, and Andrew, 13, Hood's father, George Sr., mayor of Hood's hometown of Indiana, PA., and Hood's mother, Arlene Hood, will be on hand to support Hood's effort. Hood's two sisters will also be present for Hood's finale, and Brian Clarke, Hood's personal coach, will again journey from Honolulu to coach Hood through his finish. Clarke will also provide a training seminar at Five Seasons.

In 1986, when Hood was working for the U.S. Naval Criminal Investigative Service (NCIS) in Honolulu, Clark mentored him as he set the Guinness World Record (since broken) by jumping rope for more than 13 consecutive hours.

*At the youthful age of 49, Hood continues to overcome potential physical obstacles. On June 14, he had a hernia operation at Edward Hospital in Naperville as a preventative measure to ensure that the lingering ailment would not jeopardize his ability to complete the Century Spin. Three days before the operation, Hood reeled off a 25-hour training spin—his last such training spin and “overnight experience” before resting up for the Century Spin.

*Hood's effort will now be part of a documentary movie production. A local film crew, Chump Change Productions, is shooting a documentary and has been shooting footage of Hood since mid-May as he trains and otherwise prepares for the Century Spin. The crew will chronicle Hood's attempt in a film about world-record holders that is scheduled for a 2008 Spring film festival release.

*Since Hood began training in March for the Century Spin, he has averaged 20 to 25 hours per week on the bike and logged a total of 3,100 miles. His longest spin was 25 hours, on the weekend of June 9-10. While on the bike in that span, Hood burned more than 125,000 calories.

Hood will be fueled during his attempt with the all-liquid SUCCEED line of training supplements, which provide Hood all the nutritional fuel necessary to complete his ride. Hood's medical status will be monitored and staffed by volunteer medical personnel from Adventist Hinsdale Hospital.

Hood is a diligent record keeper and if you're wondering how he has tracked all of the data, he maintains a training journal known as The Mile Book, which he developed with Mickey Straub, a key supporter and fellow Five Seasons member. The Mile Book is online at www.milebook.com.

Facts About George Hood

Height: 5-foot-7

Weight: 164 pounds

Date of Birth: December 5, 1957 in Indiana, PA

Hometown: Aurora, Ill.

More biographical information: <http://www.ridegeorgeride.org/george.html>

REMINDER: The event is now known as the George Hood Century Spin for Kiwanis Kids. (The name was changed last month as a courtesy to another, long-standing fundraising initiative with "ride for kids" in its name.)

We appreciate the media's continued support in alerting the public to how they can contribute to the fundraiser. Donations may be made to:

Willowbrook-Burr Ridge Kiwanis Foundation Fund
Harris Bank
101 Burr Ridge Parkway
Burr Ridge, IL 60527

For a sampling of recent media coverage:

<http://www.ridegeorgeride.org/news.html>

To hear George on WGN's Nick Digilio Show in May:

http://wgnradio.com/index.php?option=com_content&task=blogcategory&id=123&Itemid=165

For updated information leading up to and during the Century Ride, visit www.RideGeorgeRide.org or the GWR website at www.guinnessworldrecords.com.