



37 WEST 57TH STREET
9TH FLOOR
NEW YORK, NY 10019

Media Contact:

Samantha Wenig
London Misher Public Relations
212-759-2800
Samantha@londonmisherpr.com

BEYOND TYPE 1'S CROSS COUNTRY **“BIKE BEYOND” PROGRAM TO KICK OFF** **ON JUNE 3rd, 2017**

NEW YORK, NY, June 2nd, 2017 – Beyond Type 1's “Bike Beyond”, a 10-week summer cycling trip from New York City to San Francisco, will kick off this Saturday, June 3rd, in New York City with a team of 20 international cyclists, all living with Type 1 diabetes.

Bike Beyond was created by **Beyond Type 1**, a global non-profit organization focusing on education, advocacy, and a cure for Type 1 Diabetes. Kicking off June 3rd in NYC and culminating on August 11th in Beyond Type 1's hometown of San Francisco, the **Bike Beyond** cyclists will embark on a 4,248-mile ride with a mission “to show the world what living beyond type 1 looks like.”

The program was built and designed to test personal limits and challenge bicyclists not only as athletes, but also as people living with the chronic condition that is Type 1. The cyclists hail from across the United States, United Kingdom, Australia, Canada, and New Zealand. Seven of the 20 participants will be using the tubeless [Omnipod® Insulin Management System](#) for the duration of the ride.

Throughout the US Bike Beyond tour, the cyclists will be making route stops across 15 states for education and advocacy events, fundraising opportunities, and community building, which include:

- **New York** (NYC)
- **New Jersey** (Westfield, Trenton)
- **Pennsylvania** (Chester, Confluence, Pittsburgh)
- **Maryland** (Bel Air, Hancock, Cumberland)
- **Washington D.C.**
- **West Virginia** (Harpers Ferry)
- **Ohio** (Youngstown, Cleveland, Massillon, Mt. Vernon, Columbus, New Burlington, Cincinnati)
- **Kentucky** (Carrollton, Louisville, Elizabethtown, Bowling Green, Hopkinsville)

- **Tennessee** (Nashville)
- **Illinois** (Eldorado, Centralia)
- **Missouri** (St. Louis, Hannibal, Moberly, Waverly, Kansas City)
- **Kansas** (Topeka, Manhattan, Beloit, Stockton, Menlo)
- **Colorado** (Burlington, Last Chance, Denver, Boulder, Idaho Springs, Vail, Carbondale, Hotchkiss, Grand Junction)
- **Utah** (Moab, Green River, Fruita, Antimony, Milford)
- **Nevada** (Baker, Ely, Eureka, Austin, Fallon, Sparks)
- **California** (South Lake Tahoe, Somerset, Davis, Napa, San Rafael, Crissy Field Beach, San Francisco)

Route stops for pop-up parties will take place in: **New York, Nashville, Denver, Napa**, and the trip will conclude with a final wrap party in **San Francisco**. The New York Pop-up Party will take place on June 3rd from 7 p.m. – 10 p.m. in the North Cabana at La Sirena by the famous Chelsea Market and the High Line.

Beyond Type 1 was founded in 2015 by **Juliet de Baubigny, Nick Jonas, Sarah Lucas and Sam Talbot**, and is a new brand of philanthropy leveraging the power of social media and technology, changing what it means to live with a chronic disease. With a focus on education, advocacy, and the path to a cure, Beyond Type 1 has developed a broad ranging portfolio of grantees and programs aimed at improving the lives of people impacted by Type 1 diabetes, with one of these programs being Bike Beyond.

National **Bike Beyond** presenting sponsors at time of release include: **Dexcom, Insulet Corporation, KNOW Foods, and Specialized Bikes**.

Additional **Bike Beyond** sponsors at time of release include: **Aloft Hotel San Francisco, Generation UCan, GoPro, Hint Water, Honey Stinger, Normatec, OneDrop, Retro2Ride, Pill Pack, Sierra Trading Post, SportsTagID, and The Westin San Francisco**.

For more information about Bike Beyond and Beyond Type 1, please visit beyondtype1.org/bike-beyond. Follow along on Facebook and Instagram at @BeyondType1 and on Twitter, @TeamBikeBeyond.

###

About Beyond Type 1

Beyond Type 1 was founded in 2015 by Nick Jonas, Juliet de Baubigny, Sarah Lucas, and Sam Talbot, and is a new brand of philanthropy leveraging the power of social media and technology, changing what it means to live with a chronic disease. Type 1 diabetes (T1D) is an incurable, autoimmune disease impacting both adults and children. T1D accounts for roughly 10% of the more than 420 million global cases of diabetes, and people with Type 1 are insulin-dependent for life. By educating the global community about this autoimmune disease, as well as providing resources and support for those living with Type 1, Beyond Type 1 aims to bridge the gap from diagnosis to cure, empowering people to both live well today and to fund a better tomorrow.

With a focus on education, advocacy, and the path to a cure, Beyond Type 1 has developed a broad ranging portfolio of grantees and programs aimed at improving the lives of people impacted by T1D. Beyond Type 1 is a registered 501(c) 3. 100% of every dollar raised directly supports the most promising global efforts and programs working to educate, advocate and cure Type 1 diabetes.

About Dexcom Inc.

DexCom, Inc., headquartered in San Diego, CA, is dedicated to helping people better manage their diabetes by developing and marketing continuous glucose monitoring (CGM) products and tools for adult and pediatric patients. With exceptional performance, patient comfort and lifestyle flexibility at the heart of its technology, users have consistently ranked DexCom highest in customer satisfaction and loyalty. For more information on the DexCom CGM, visit www.dexcom.com

About Insulet Corporation

Insulet Corporation (NASDAQ: PODD) is an innovative medical device company dedicated to making the lives of people with diabetes easier. Through its Omnipod Insulin Management System, Insulet seeks to expand the use of insulin pump therapy among people with insulin-dependent diabetes. The Omnipod is a revolutionary and easy-to-use tubeless insulin pump that provides up to three days of non-stop insulin delivery, without the need to see or handle a needle. Insulet's Delivery Systems business also partners with global pharmaceutical and biotechnology companies to adapt the Omnipod technology platform for the delivery of subcutaneous drugs across multiple therapeutic areas. Founded in 2000, Insulet Corporation is based in Billerica, Massachusetts. For more information, please visit: <http://www.myomnipod.com>

About KNOW Foods

KNOW Foods helps health conscious consumers achieve their diet and fitness goals by producing delicious, nutritionally superior, natural, non-GMO, grain/gluten free and great tasting alternatives to traditional grain-based foods. Delicious, clean and nutritious, KNOW Foods' products are best-in-class choices for health, wellness, diet and nutrition. KNOW Foods products are Delicious, Natural, Non-GMO, Grain-Free, Gluten-Free, High Protein, High Fiber, Low Calorie, Low Net Carb and Low Sodium! KNOW Foods products are made with Superfoods: Almonds, Coconut, Egg White, Flaxseed & Chia Seed! Products Include: Bread Slices, Buns, Waffles, Wraps, Donuts, Muffins, Cupcakes, Cookies, Croutons, Pancake Mix, Bread Mix & More! Join the movement! Visit www.KNOWFoods.com to learn more!

About Specialized

Specialized was founded in 1974 by riders for riders. Based in Northern California, we focus on the rider's need for functional and technically advanced products that provide a performance benefit.