

***** **MEDIA ALERT** *****

**SUCCESSFUL FINANCIAL EXECUTIVE WALKS
AWAY FROM MONEY & JOB SECURITY TO
CYCLE ACROSS THE U.S. FOR CHARITY**

Journey to Begin in Santa Monica, Saturday, May 22 at 5pm

WHO: Dave O'Mara is a volunteer for *Real Options for City Kids (ROCK)* who recently quit his job in the financial sector to do something meaningful and unselfish. He has no delusion of becoming the next Lance Armstrong, in fact, before starting training for this ride three months ago he hadn't been on a road bike for more than five miles during the last 15 years!

*"Am I a seasoned cyclist you ask? No. Have I done this before? No.
Am I a little bit nuts? Probably."*

WHAT: Drawing inspiration from his Aunt Claire, who has dedicated her life to helping the poor and less fortunate, Dave will be cycling across the country to raise awareness and money for *ROCK* (www.rocksf.org).

**Real Options for City Kids (ROCK) is a San Francisco-based
sports & fitness program for at-risk youth**

WHERE: Dave's journey begins out of Santa Monica, CA and will last 6-8 weeks concluding in Washington, DC.

Follow Dave Following In His Aunt Claire's Footsteps at www.followingclaire.org

WHEN: SATURDAY, MAY 22, 5PM – Santa Monica Pier

**Help send Dave off on his journey across the US.
Dave as well as *ROCK*'s executive director, Curt Yagi will be available for interviews.**

CONTACT: For more information or to schedule an on location or in studio interview please contact Curt Yagi at (415) 606-9727 or curt@rocksf.org.