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FOR IMMEDIATE RELEASE
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Wilmette father/daughter team races against lung disease

When Mark Gershon's daughter Rachel wanted to do something special with her dad, Mark thought it might be a baseball game or going sailing. Rachel, a member of the New Trier High School championship crew team, had other plans. The father/daughter team will ride in the CowaLUNGa Bike Tour presented by Respiratory Health Association of Metropolitan Chicago.

The three-day bike tour (with a one-day and a two-day option), held Saturday, August 2 – Monday, August 4, 2008, winds through Illinois into Wisconsin and covers 190 miles. All proceeds from CowaLUNGa benefit RHAMC's mission to promote healthy lungs and fight lung disease through research, advocacy, and education.

While father and daughter are both avid riders, Mark makes no claim to being as fit as his 16 year old daughter who is currently on a bike trip throughout Washington and Canada.

"The first day, I think I'll beat her. The second, Advil will allow me to keep up, and by the third day, she's a lovely daughter and won't embarrass me," said Mark.

While the ride is not a competition, the Gershons' bring a competitive edge to fundraising. Mark is currently the second highest fundraiser and Rachel is not far behind in 7th place.

"As she rides her bike past me, I want to at least know that I beat her in fundraising," Mark said.

The rest of the Gershons' family and friends are getting in on the fun too. Mark's parents have split their \$100 donation between their son and granddaughter--\$99 to Rachel and \$1 to Mark. Colleagues of Mark's have threatened to call RHAMC to change their donation credits to Rachel.

"It's been a fun way to do it. We both realize it's a great thing to do for the organization," said Mark.

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The Gershons ride in honor of Mark's grandfather who died from lung disease when Mark was a young child. He believes that others should have a chance to get to know their loved ones.

"I am pleased that in a very different world, my parents have lived longer and are a part of my children's lives," said Mark.

Individuals wishing to support Mark or Rachel Gershon can visit www.cowalunga.com, then click Sponsor a Rider and type Mark Gershon or Rachel Gershon.

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