



“Man of Action” cycling across Canada to help bring the gift of education to Central American youth

The Cycle 4 SchoolBOX goal is \$100,000 for school supplies and classrooms in Central America.

TORONTO- May 30, 2011 – In his day job, Ilan Levy coaches business leaders to turn ideas into actions. In fact, you could call him a man of action, which explains why he will soon strap on a bicycle helmet to complete his Cycle 4 SchoolBOX and pedal more than 8,000 kilometres across Canada to raise enough money to buy school supplies for 8,000 children and build 8 classrooms in rural Nicaragua.

“It’s hard for us to imagine, but in Nicaragua many families live on less than a dollar a day and more than 51 per cent of children don’t finish grade five,” said Ilan, who is riding to raise \$100,000 for SchoolBOX, a Canadian charitable organization dedicated to empowering education for thousands upon thousands of underprivileged Central American youth. “For these kids, the simple gift of a notebook and pencil can mean the difference between a future filled with learning and one with little hope.”

Mr. Levy will average 125 kilometres a day on his long journey, beginning June 7th in North Vancouver, BC. He will pass through 10 provinces, in the saddle for 66 days with 15 days of rest. He plans to reach St. John’s, Newfoundland on August 26th. On his longest day, he expects to pedal 181 kilometres.

“I hope Cycle 4 SchoolBOX inspires Canadians to take a moment and think about the importance of getting a basic education. A \$5 donation can literally empower a child to learn how to read and write,” continued Ilan.

“Ilan isn’t just a man of action, he’s an inspiration,” said SchoolBOX founder and president Tom Affleck. “SchoolBOX is committed to supporting the right of every child to a basic education and Ilan’s incredible journey will bring this message to communities across Canada. We know that education and information are powerful forces. Our goal is to share the story of the children in Nicaragua with Canadians and motivate them to help us make a difference.”

Cycle 4 SchoolBOX, is being supported by Sleep Country Canada. A map of the full route can be seen at <http://www.cycle4schoolbox.com>, where donations can also be made. The proceeds from his ride will buy packages of school supplies for each of the 8000 children. Each package includes pencils, notebooks, an eraser, a pencil sharpener and a ruler. Proceeds will also be used to help build 8 classrooms in Nicaragua.



Along his route, Mr. Levy will take 13 rest days as follows:

1. June 13-15 – Vancouver, British Columbia
2. June 21 – Kelowna, British Columbia
3. June 28 – Calgary, Alberta
4. July 5 – Regina, Saskatchewan
5. July 11 – Winnipeg, Manitoba
6. July 18 – Thunder Bay, Ontario
7. July 24 – Sault Ste. Marie, Ontario
8. July 31 – Toronto, Ontario
9. August 5 – Ottawa, Ontario
10. August 10 – Quebec City, Quebec
11. August 16 – Fredericton, New Brunswick
12. August 20 – Charlottetown, Prince Edward Island
13. August 26 – St. John's, Newfoundland

SchoolBOX is a registered Canadian Charity that helps children in Central America go to school. SchoolBOX uses simple, cost effective initiatives to allow children to go to school. The SchoolBOX mission is to build hopes and dreams together by making education possible. For more information, or to make a donation, visit www.schoolbox.ca

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Cycling 8000km
for Education

For more information please visit www.SchoolBOX.ca.