

Strata Worldwide Donates \$100,000 To Change Lives Through Cycling with Outride

Largest unrestricted donation in the 11 year history of Outride accepted in ceremony at Specialized Head Quarters in Morgan Hill, CA.

MORGAN HILL, CA –

Outride has received the largest unrestricted donation in the history of the organization. [Strata Worldwide](#) CEO Mike Berube presented a \$100,000 check to the Outride team at Specialized's USA Headquarter on March 1, 2023. Strata Worldwide's incredible generosity will help Outride take tremendous strides in their work to change lives through the power of cycling.

"Strata has made a real effort over the past few years to give back to communities at a local level through donations and volunteer time. In 2023, we set a goal to give back in a more significant way where we can be an active participant in a team and really put our time and money forth to make a difference," said Berube, CEO of Strata Worldwide. "Aligning with Outride was an easy choice. Their focus on research, school programs and project grants allows our donation to impact a broad base of youth that need a healthy outlet. In addition, working with athletes like Jack Berry to help him realize his dreams is an absolute privilege and we look forward to supporting Jack along his journey."

The donation was accepted by new Outride Ambassador Jack Berry, who returned to strength while riding bikes alongside Outride Ambassador Meg Fisher. Berry exemplifies the social, emotional, and mental health benefits of cycling supported through through Outride's three program pillars – research, school-based cycling programs, and community grants.

Berry was joined on stage by Berube, Outride Co-Founder Mike Sinyard, and the Outride team. The partnership with Strata was spearheaded by Outride Strategic Partnerships Manager, Tasha Tinagero, who also leads Outride's ambassador program and has been working alongside Berry on the project *High Road*.

"Partnerships coming from external organizations beyond bike brands is proof of the power of cycling for our communities. We are incredibly grateful to Mike Berube and Strata Worldwide, and hope this will be a call to other industries to look at partnering with Outride," said Tinagero. "This donation will be incredibly impactful in expanding our work to get more children on bikes and build our programs across the board. From our applied research in schools, to Riding For Focus and Outride Fund, to elevating the stories of Outride's community and providing opportunities to athletes like Jack, Outride's impact is felt beyond just the walls of the cycling industry."

Outride is proud to be a thought leader in research on the positive impacts of cycling on mental health and the brain, with active research studies taking place at Stanford University, the University of Wyoming, the University of Georgia, and the University of Central Michigan. Applied research at Outride's school-based cycling programs has demonstrated positive effects ranging from

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increased student motivation to improved self-esteem and reduced screen time. Beyond Outride's partnership with over 225 middle schools to empower students through cycling, Outride has committing more than \$1.5 million to 170+ cycling projects across the country through the Outride Fund.

Visit [Outride's website](#) to learn more about their work or send an email to Tasha Tinagero, Marketing and Strategic Partnerships Manager at tasha@outridebike.org.