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Press Release
For Immediate Release

60-Year-Old Novice Cyclist Follows His Dream to Ride Across the U.S.

Inspired by his late brother, Robert Gay embarks on the journey from Neah Bay, Washington to Key West, supporting national nonprofit Trips for Kids, and inspiring people to live their best along the way

Los Angeles, Calif. – August 6, 2019 – Today, novice cyclist, Robert Gay, will be starting an almost 5,000-mile journey from Neah Bay, Washington, all the way to Key West, Florida. Although it's a journey Robert had dreamed about for years, it was a spark from his late brother that finally spurred him into action to live his best and make his dream a reality.

In October 2018, Robert, Chief Strategy Officer and EVP of Sales and Marketing at Zevia asked for a sabbatical to do the cross-country ride. To his surprise, Zevia refused – and instead offered to not only support Robert on this journey, but also partner with national nonprofit Trips for Kids, an organization that promotes healthy, recreational lifestyles, environmental awareness and personal empowerment for young people using the bicycle as a tool.

"I have no business biking across the country, I've only ever cycled a few hundred miles outdoors," said Robert Gay. "But is there ever a 'right' time? Turning 60 years old this year and losing my brother was the spark I needed to finally live my best and do something I've always wanted to do. I'm humbled that Zevia wants to support me, and I'm excited that my personal journey might help kids and inspire others to pursue their biggest dreams. Seriously, if I can do it, anyone can."

Robert and Zevia will be donating bike sets to Trips for Kids chapters along the route in select markets. The sets include a bike, helmet and a safety pack with items like a bike pump, water bottle and more. Through this donation, 5,000 kids will be able to experience the joy of outdoor adventures.

"Trips for Kids' major partners like Zevia help us bring our positive youth development programs to underserved kids around North America," said Robert Ping, Executive Director, Trips for Kids. "Zevia's sponsorship will make Giant and Liv bike and safety sets available to kids who will put in over 15,000 discovery and adventure club trail rides on them within the next five years. Zevia is also kickstarting brand new Trips for Kids chapters in the Seattle, Minneapolis, Atlanta and Jacksonville, Fla. regions, bringing our programs to youth who wouldn't otherwise be able to explore natural areas on a bicycle."

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About The Live Your Best Ride
The Live Your Best Ride begins in Neah Bay, Wash. and finishes about 107 days later in Key West, Fla. Through this cross-country bike ride, Robert Gay, novice cyclist, positive thinker and Chief Strategy Officer and EVP of Sales and Marketing at Zevia, is pursuing one of his biggest dreams inspired by his late brother, while raising awareness of nonprofit Trips for Kids. The donation of bike sets to chapters along the almost 5,000-mile route will help thousands of kids be curious, explore the outdoors and learn through adventures. For more information, visit www.liveyourbestride.com.

About Trips for Kids
Trips for Kids is a nonprofit positive youth development organization that teaches valuable life skills with the bike at the core of our programming. With the belief that the bicycle is an ideal learning laboratory that's approachable for kids of all backgrounds and abilities, the nonprofit offers hands-on STEM learning, creative problem-solving and teamwork while nurturing a lifelong connection to healthy movement and the outdoors. Its vast network of chapters throughout North America has introduced more than 230,000 youth aged 8–18 to the valuable life lessons teachable on the bike, with an emphasis on helping those kids most in need of positive adult role models and mentors. For more information, visit www.tripsforkids.org.