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## 7 HILLS OF KIRKLAND PIVOTS TO MONTH-LONG ONLINE FUNDRAISER: TRACK YOUR CYCLING MILES IN MAY AND RAISE MONEY TO SUPPORT HOMELESS FAMILIES

KIRKLAND, WA – Members of the cycling community have stepped up to the challenge and are in their saddles for Attain Housing's 7 Hills Shifting Gears, a month-long online version of the classic fundraising bike ride. Riders are logging miles from their homes and pedaling for real to house and support vulnerable Eastside families.

Casual/leisure riders are joining the more serious cycling crowd this year, riding in their preferred fashion AND ensuring that homeless and at-risk families stay housed and leave homelessness behind.

Due to the COVID-19 crisis and restrictions on large events, Attain Housing had to make big changes to this year's fundraiser. "While we will miss seeing everyone at the start and finish line—and our traditional strawberry shortcake—we are grateful to the loyal cyclists out there making this online fundraiser a ringing success in spite of the circumstances," said Ride Director Jesse Perrell.

The 2020 7 Hills of Kirkland is ongoing through May 31. Open to any cyclist, stationary Peloton riders included, 7 Hills Shifting Gears is open for registration at <https://7hills.attainhousing.org/registration/>

Register to ride and you'll be invited to our Ride With GPS event page, where you will find our classic 7 Hills, Metric, and Century routes posted. Take part in month-long, weekly, and daily ride challenges, with prizes for miles ridden and elevation climbed, share photos from your rides, see your route times on the 7 Hills Leaderboard, and more!

Some month-long contests with prizes:

- Most miles in May
- Most elevation during May
- 7000 feet in 7 days
- 250 miles in 7 days

### **Fund-Raise for More Impact**

This year, you can generate more support than ever for Attain Housing families. Once you've registered, follow the links to our 7 Hills fundraising platform, create a fundraising page to share your experience, and let your family and friends support your ride for vulnerable families in our community. **Riders who raise \$500 or more will receive the 2020 Ride Jersey by Primal Wear.**

### **About Attain Housing**

Attain Housing (formerly KITH) helps homeless and at-risk families with children in King County to become stable and self-sufficient. First, Attain Housing stabilizes families in 37 Attain Housing apartments and in units owned by others. Then, Attain Housing assists the families with services, including case management, which helps them make lasting life changes, leading to permanent housing. Attain Housing also provides eviction prevention services to families who are at-risk of losing their housing.