



MEDIA ADVISORY

Contact: Krista Yerk

Number: 267-804-4880

Email: krista.yerk@temple.edu

**RIDE HARD BREATHE EASY TO DONATE \$40,000 TO TEMPLE HOSPITAL AND
FOX CHASE CANCER RESEARCH CENTER**

WHO: Ride Hard Breathe Easy founder and CEO, John Matthews

WHAT: Presentation of \$40,000 donation to Temple Hospital and Fox Chase Cancer Research Center

WHEN: Thursday, October 1
1 p.m.

Friday, October, 2
4 p.m.

WHERE: Thursday, October 1:
Fox Chase Cancer Research Center
333 Cottman Ave
Philadelphia, PA

Friday, October 2:
Temple University Hospital
3401 North Broad Street
Philadelphia, PA

COLOR: Ride Hard Breathe Easy founder and CEO, John Matthews is donating **\$40,000** to Fox Chase Cancer Center and Temple Hospital. Dr. Lisa Etkins will accept the

contribution on Oct. 1 on behalf of Fox Chase Cancer Center, and Dr. Cherie Erkmen will accept the contribution on Oct. 2 for Temple Hospital. The money will help lung cancer patients fund car payments, rent and phone bills, and transportation costs. The donation comes from both the nonprofit's annual Wine Hard Breathe Easy event and community contributions throughout the year.

About Ride Hard Breathe Easy

Ride Hard Breathe Easy is a 501(c)3 nonprofit organization whose mission is to end the stigma and suffering for lung cancer patients and caregivers, in memory of Kathleen Matthews. Founded in 2017 by John Matthews, Ride Hard Breathe Easy has raised more than \$320,000 for lung cancer through several cycling and fundraising events. For additional information about Ride Hard Breathe Easy, visit www.ridehardbreatheeasy.com.

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