



## FOR IMMEDIATE RELEASE

**CONTACT**  
Matt Jackson  
Lambert, Edwards & Associates  
616-233-0500  
mjackson@lambert-edwards.com

### **THREE MEN TO BICYCLE 2,000 MILES TO BUILD ORPHANAGE** *NFL Hall of Famer and Retired Director of U.S. Secret Service Join Former College Football Teammate for the Ride of Their Lives*

**EAST LANSING, Mich. April 25, 2009**—John Shinsky is determined to change the world. He'll start by erecting a 33,000 square-foot orphanage to serve abandoned and abused children of Matamoros, Mexico later this year. A former orphanage resident himself, Shinsky plans to fund "*Ciudad De Los Niños*" or "*The City of the Children*" through a bicycle ride with some friends; a "ride" that will span some 18 days and more than 2,000 miles.

The trio of 57 year-old men—none of whom has any long-distance biking experience—will depart East Lansing, Mich. on April 25 with plans of reaching Matamoros on May 12. They hope to raise \$500,000—the amount necessary to finish the orphanage—with sponsorships and donations. The group's website can be found at [www.orphanagefundraiser.com](http://www.orphanagefundraiser.com).

The bicyclists—John Shinsky, Joe DeLamielleure and Eljay Bowron—became close friends while playing football at Michigan State University in the early 1970's. DeLamielleure went on to play in the National Football League (NFL) where he earned a spot in the NFL Hall of Fame. Bowron found his own success as a police officer before eventually serving as Director of the U. S. Secret Service for six different presidents. Shinsky built an inspiring 35 -year career serving as a Special Education teacher and Director of Special Education, but it was on a business trip to Texas a few years ago where he found the calling that may become his legacy.

"I was sitting next to a kid who was maybe 19 years old," said Shinsky. "It was springtime, so I figured he was on school break with all the other kids. I learned he was on a mission trip to Matamoros to help the homeless," he said. "I'd vowed early in my life to help orphans because of the great support my foster family provided to me after I left the orphanage, so it was as if the opportunity laid itself before me to say, 'here I am.'"

The orphanage in Matamoros is already taking shape. Michigan business leaders have donated used office furnishings, a cargo van and money; friends have pulled together frequent flier miles and organized banquets; a man in Matamoros donated the land and volunteers have started erecting the buildings. Yet it wasn't until DeLamielleure and Brown offered to join the bike effort that the dream felt like it was becoming a reality.

"These guys have been with me through a lot of adversity," says Shinsky, who is still recovering from a recent battle with neck cancer. "We've never biked anywhere close to a hundred miles let alone 2,000, but we've not built an orphanage before either. I look at my team and I like our odds."

#### **About the Shinsky Orphanage Bike Ride:**

John Shinsky is founder of *The City of the Children (Ciudad De Los Niños)*, a 12-building, 33,000 square foot orphanage serving the abandoned and abused children of Matamoros, Mexico. Shinsky, a former orphanage resident himself, will join lifelong friends Eljay Bowron and Joe DeLamielleure on an 18-day, 2,000 mile trek across the U.S. to raise funds to complete the first phase of the orphanage. More information about the orphanage and the ride effort can be found at [www.orphanagefundraiser.com](http://www.orphanagefundraiser.com).

- **VERY SPECIAL PROMOTION:**



**The Buffalo Bills Alumni Association will be selecting 3 winners from all donors to the “Orphanage Fundraiser Bike Ride” at the \$100 level or greater. Donors will have one chance for every \$100 donation to receive any one of 3 promotions, which include:**

- 1 set of **2 tickets to the 2010 Superbowl** in Miami Florida (worth \$1600.), or
- another set of **2 Superbowl tickets to the 2010 Superbowl**, (worth \$1600.), or a
- Personal **Cookout hosted by Joe DeLamielleure** at your home. (*Priceless*).

Donations can be made online at [www.orphanagefundraiser.com](http://www.orphanagefundraiser.com) or sent to the **Capital Region Community Foundation (CRCF) Shinsky Orphanage** at 6035 Executive Drive, Suite 104, Lansing, MI 48911. **CRCF is tax exempt [501(c) (3)] for charitable gift purposes.**

The winners of the first set of 2 Superbowl tickets will be selected on June 1, 2009, with the 2<sup>nd</sup> set of Superbowl tickets and Cookout announced on January 1, 2010. and posted on the website [www.orphanagefundraiser.com](http://www.orphanagefundraiser.com).