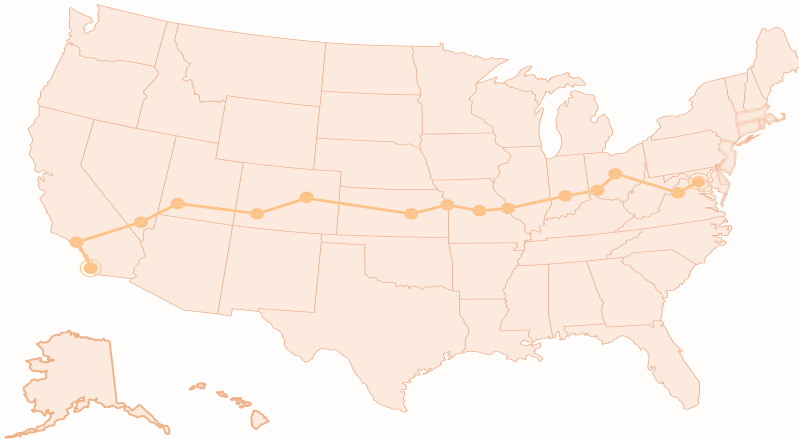




# Ride for World Health

*A journey across the nation to meet needs across the world.*

**April - May 2008**



## Looking Ahead...A Note from the CEO

Ride for World Health turns three this year...it seems, just yesterday, it was just an idea in the minds of a few medical students. Oh, how it's grown up so fast! Now, here we are, preparing to embark on our third cross-country ride with a great beneficiary and new website to match.

We've made tremendous progress so far. The Ride's Leadership Team has expanded to 11 positions for the 2008 ride, to ensure that our Coast-to-Coast Lecture Series reaches as many audiences as possible. Dr. Dan Sedmak,

Director of the Office of Global Health Education at The Ohio State University College of Medicine, has joined as the newest member of our Board of Directors to offer a new perspective and continued longitudinal support. As for the team, we have 26 dedicated National Riders and over 120 volunteers from across the country who are all working to deliver the R4WH mission to communities along our 51 day, 3,700 mile journey. In other words, the wheels are already turning.

As always, we've made some new friends along the way. Roll: bike shop has joined the ride as our gear sponsor. I strongly recommend Tuesday night cycling classes with Deb (from which I'm still recovering). Let's not forget our newest sponsor, The MedShow, an on-line social networking portal for the medical education industry targeted at potential, current and existing medical practitioners. Documentary anyone? Hint hint...more news to follow.

I've saved the best for last. Doctors Without Borders/Médecins Sans Frontières (MSF) is an independent international medical humanitarian organization that delivers emergency aid to people affected by armed conflicts, epidemics, natural and man-made disasters, or exclusion from health care in nearly 60 countries. They're also the 2008 beneficiary of our fund-raising efforts!

So yes, things are going well, but we can't go it alone! Your support has driven our efforts from the beginning and we truly hope to continue forward with it. It's a big project and there are many ways for you to jump on board. If you have any questions about The Ride, the riders, or how you can help...don't hesitate to contact me. See you on the road!

Best Wishes,

A handwritten signature in black ink, appearing to read 'Joe Simonetti'.

Joe Simonetti  
CEO, R4WH 2008  
JSimonetti@RideforWorldHealth.org

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MedShow is extremely excited about our partnership and sponsorship with Ride for World Health. According to Deb Miller, co-founder of 2 Under Entertainment, "Our goal, from the beginning with MedShow, was to support and foster medical student-founded and run philanthropy efforts. We believe in the power of giving back to the community, and as such feel if we can support student grassroots causes, we can play a small role in making the world we live in a better place. Ride for World Health is a great example of this, given their commitment to Doctors Without Borders/Médecins Sans Frontières."

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In support of Ride for World Health, the MedShow will be producing a documentary that chronicles the ride, from training, to the start of the ride in San Diego, to its conclusion in Washington, DC. Specifics regarding the documentary production are currently in the planning stages, but will entail the production of live video feeds to both the MedShow and Ride for World Health sites, as well as a video that features the highlights of the ride.

About us: MedShow ([www.medshow.com](http://www.medshow.com)) is an online, social networking portal dedicated and focused on the educational and informational needs of the medical industry. The goal of MedShow is to engage potential and current medical students, residents and existing practitioners to utilize online socialization via the Internet to obtain and share information, as well as mentor each other at all stages of their careers. The Ohio State University, College of Medicine and Medical Center is the founding and pilot University for the MedShow. Affiliates include: the American Academy of Family Physicians and the Ohio Academy of Family Physicians, with many more in the negotiation stages. Ten percent of all gross revenue produced from the MedShow portal will be used to form primary care scholarships for all participating medical colleges.



Doctors Without Borders/Médecins Sans Frontières (MSF) is an independent international medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, natural and man-made disasters, or exclusion from health care in nearly 60 countries.

In emergencies and their aftermath, MSF provides essential health care, rehabilitates and runs hospitals and clinics, performs surgery, battles epidemics, carries out vaccination campaigns, operates feeding programs for malnourished children, and offers mental health care. When needed, MSF also constructs wells and dispenses clean drinking water, and provides shelter materials like blankets and plastic sheeting.

On any one day, close to 27,000 doctors, nurses, logisticians, water-and-sanitation experts, administrators, and other qualified professionals can be found providing medical care in international teams made up of local aid workers and their colleagues from around the world. In 1999, MSF was awarded the Nobel Peace Prize. For more information please visit [www.doctorswithoutborders.org](http://www.doctorswithoutborders.org)



## Kenya's Post-election Conflict:

Violence erupted in Kenya after the December 27, 2007, presidential elections. By early February, hundreds were dead, and many more wounded and displaced. Attacks have continued, including inside Mathare and Kibera slums in the capital, Nairobi, where Doctors Without Borders/Médecins Sans Frontières (MSF) is responding to the most urgent medical needs. While MSF has opened additional clinics in the Nairobi slums to treat victims of the violence, it continues to run TB and HIV programs in the capital and to the west in Homa Bay and Busia that it has operated for the last decade. To read more about the latest MSF field reports in Kenya please visit: [www.doctorswithoutborders.org/news/report.cfm?id=2470](http://www.doctorswithoutborders.org/news/report.cfm?id=2470)

## Malnutrition: "Food is Not Enough" Campaign:

Malnutrition is a key factor in the deaths of five million children every year. On any one day, 20 million children are suffering from severe acute malnutrition.

In 2006, MSF treated 150,000 severely malnourished children, primarily with ready-to-use food, or RUF, a revolutionary new product that is radically changing the way to respond to this devastating childhood disease. These nutrient-dense milk-and peanut-based pastes include all the minerals, vitamins, and nutrients that rapidly growing young children need. MSF has been treating malnutrition with RUFs since the first products became available in the late 1990s and last year the organization launched a pilot project using a modified RUF to prevent malnutrition from developing in 62,000 children living in one of Niger's high prevalence districts. For more information on the MSF nutrition campaign please visit: [www.doctorswithoutborders.org/news/malnutrition](http://www.doctorswithoutborders.org/news/malnutrition)

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Roll: is happy to support the R4WH team. Our shop was founded with a simple goal – to make bicycling fun again. We've created a simple shopping process supported by unsurpassed customer service. Whether you are looking for a custom road bike or a family-friendly trail bike, roll: can help. Don't forget the R4WH solidarity ride in May! We'll be there to support all the riders and make sure you're ready for the road! Roll: Get on your bike!

## Roll: with Ride for World Health Solidarity Ride!

Ride for World Health is pleased to announce a charity bike ride hosted by one of our 2008 sponsors, Roll:. The event will take place on Sunday, May 18th and includes distances and speeds for every level of rider. The ride begins and ends at the, Roll: bike shop, located in Polaris just north of Columbus, Ohio. All you'll need is a bike and a helmet. Haven't pulled the 10-speed out of the shed in years? That's okay; Roll: is staffed with experts with world-class knowledge in bike sales and maintenance.

The ride will be followed by a BBQ and a raffle for all participants. Registration and more information can be found at <http://www.rideforworldhealth.org/solidarityrides/roll/>. Don't forget, the first 80 registered riders will receive a free t-shirt, so register soon! Riders are encouraged to raise funds from friends/family/coworkers to help support Ride for World Health and our 2008 beneficiary - Doctors Without Borders. Also, feel free to email us with any questions or comments at [rollsolidarity@RideforWorldHealth.org](mailto:rollsolidarity@RideforWorldHealth.org).

Come join Ride for World Health and our mission to improve healthcare, both at home and abroad!



# Support R4WH 2008

Our team of National Riders is only a few short months from dipping our rear wheels into the Pacific Ocean in San Diego and heading out in search of 45 cities and the Atlantic coast. We've each spent a significant amount of time attempting to raise funds to reach our personal goals, but we still need your support to accomplish our mission.

R4WH understands that we all encounter a myriad of requests to donate to worthy causes and that the decision to support a charity can be a highly-personal one. For that reason, we truly appreciate the support we receive from our national community. Here are a few ways in which you can help out.

**Sponsor a Rider:** Each member of our National Team is personally committed to a specific fundraising goal. With these efforts, each rider will not only support our charitable beneficiary, he/she will help defer the personal costs of this 2-month endeavor. And don't worry... we're not eating steak at the Plaza Hotel. We spend most nights cooking and sleeping on the floors of donated space to maximize the amount of funding we can provide our beneficiary. Feel free to learn more about our riders by reading their biographies at [www.rideforworldhealth.org/theriders](http://www.rideforworldhealth.org/theriders). Each rider has a Paypal donation link next to their name!

**Sponsor R4WH:** We invite businesses, foundations and organizations – whether you're a "start-up" or have a global reach – to join us in delivering our message across the country. Know of a company/organization that would like some national publicity? In return for corporate sponsorship, R4WH offers logo advertising on everything from our uniforms and vans to our website, marketing materials and the documentary The MedShow discussed on the previous page. Don't hesitate to contact our Director of Sponsorship, Anuj Mediratta for more info ([AMediratta@rideforworldhealth.org](mailto:AMediratta@rideforworldhealth.org)).

**Donate to R4WH:** R4WH graciously accepts donations which can be paid through Paypal via our website, or checks/money orders mailed to our PO Box. However, we have received support in many different ways, all of which are helpful. Examples include Costco and gasoline gift cards. For more info - [www.rideforworldhealth.org/support](http://www.rideforworldhealth.org/support)

**Join the Columbus Solidarity Ride: May 18th, 2008 – Meet up with us in Columbus at the Roll:** bike shop in Polaris. We'll have mileage and paces for all experience levels. Better yet... we'll feed you and give you a R4WH t-shirt! Contact Kel Vasileff [KVasileff@rideforworldhealth.org](mailto:KVasileff@rideforworldhealth.org), or check out our site at <http://www.rideforworldhealth.org/solidarityrides>

## Thanks from our Directors:

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