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FOR IMMEDIATE RELEASE

## MONTGOMERY COUNTY DISTRICT ATTORNEY'S "WHEELS OF JUSTICE" BIKE TEAM TO RIDE IN 30TH ANNUAL IRISH PUB TOUR DE SHORE



214 Riders Strong, "Wheels of Justice" Rolls Over the Competition in Becoming the Largest and Highest Fundraising Team to Benefit the Irish Pub Children's Foundation

PHILADELPHIA (July 19, 2017) – On Sunday, July 30, Montgomery County District Attorney Kevin Steele and other members of the "Wheels of Justice" bike team will be among a record-breaking 2,500 enthusiastic cyclists who will leave from the Irish Pub and take part in the 30th Annual Irish Pub Tour de Shore. The event—which raised \$965,000 in 2016 and has set a goal of more than \$1 million this year—supports the families of fallen first responders and children in need in the Greater Philadelphia and Southern New Jersey Area.

Started 30 years ago with about 20 riders that included Irish Pub staff and longtime patrons, the event now has a community of nearly 4,000 riders, volunteers, organizers and fans. A significant portion of the fundraising, donations and volunteers come from the Montgomery County area, with the DA's team "Wheels of Justice" and title sponsor Conshohocken's NSM Insurance leading the pack.

District Attorney Steele first rode in the Tour de Shore in 2008 with Montgomery County Detective Lt. Marc Azeff, who was part of the "G-Riders" team. Despite being a novice rider and doing the entire 65 miles in one bike gear, Steele had such a good time riding in the Tour de Shore that he wanted the DA's office to get more involved by forming its own team. After the ride, Steele and Azeff, spoke with then-District Attorney Risa Vetri Ferman, and the "Wheels of Justice" bike team was born. In 2009, the "Wheels" team had 55 riders who raised \$10,847; today, the team has grown to 214 riders, all of whom are part of the District Attorney's Office, work in Montgomery County law enforcement or are their friends and family members. A portion of the Irish Pub Children's Foundation proceeds will go to support the Montgomery County Heroes Fund. Since 2009, "Wheels of Justice" has raised more than \$400,000 for the families of fallen first responders and the Irish Pub Children's Foundation.

"The Montgomery County law enforcement community is united in coming together for this ride and raising money throughout the year for the families of first responders through the Heroes Fund. This is not just a one-day ride for most of us. This is personal and has become part of our lives," says Steele, noting that the team has raised more than \$62,000 toward a goal of \$70,000.

With less than two weeks to go, the Irish Pub Children's Foundation is still actively seeking donations, while at the same time, preparing to host its largest ride to date. The ride begins at the Irish Pub on 20th and Walnut streets in Philadelphia and ends at the original Irish Pub & Inn on St. James Place in Atlantic City—where the Irish Pub throws a finish-line party for riders, friends, families and supporters.

Since its inception, the Irish Pub Tour de Shore has raised a cumulative total of more than \$6 million. The \$1 million goal this year will put it over the \$7 million mark. For more information about the Irish Pub Tour de Shore or to make a donation, visit the Irish Pub website at [www.irishpub.donordrive.com](http://www.irishpub.donordrive.com).

All monies raised goes to the Irish Pub Children's Foundation is a 501(c)(3), non-profit organization created in 2007. The non-profit is committed to improving the lives in the community by supporting the families of first responders who are killed or severely injured in the line of duty, improving relationships between law enforcement and the community they serve, and encouraging children through education and recreation. In 2016, the Irish Pub Children's Foundation raised over \$1,022,000.