



of New York City

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## **For Immediate Release**

### **Girls Inc. of New York City selected for virtual charity bike ride Thank You-19 Ride launched by Michael O'Brien.**

**New York, June 11, 2020— Girls Inc. of New York City** has announced its participation in the Thank You-19 Ride virtual cycling event that takes place on July 11th. The Thank You-19 Ride is the creation of personal coach and author, Michael O'Brien, as part of the Last Bad Day annual event. The primary goal of this 19-hour virtual event is to raise money for 19 high-performing nonprofit organizations that serve women and girls.

"Girls Inc. of New York City is thrilled to be a part of the Thank You-19 Ride. We're excited to work with Michael O'Brien and the fantastic participants to raise funds that will benefit underserved girls throughout the community," said Dr. Pamela Maraldo, CEO.

### **What is the Thank You-19 Ride? An Explanation by Michael O'Brien**

"Every July 11th I like to get outside my comfort zone and support others because I'm only here today because others helped me during my crisis. July 11, 2001 is My Last Bad Day - a speeding SUV hit me head-on during a bike training ride that morning, and I'm thriving today because of others. This year I will celebrate 19 years by cycling (inside for safety) 19 hours for 19 charities supporting others today. I'm calling it **The Thank You-19 Ride**. Learn more at [www.michaelobrienshift.com](http://www.michaelobrienshift.com)."

### **About Girls Inc. of New York City**

Girls Inc. delivers life-transforming programs that inspire girls to be strong, smart, and bold. Comprehensive, research-based curricula, delivered by trained professionals, equip girls to achieve academically; lead healthy and physically active lives; manage money; navigate media messages; and discover an interest in science, technology, engineering, and math. We serve 8,500 girls ages 6 - 18 annually in the five boroughs. Learn more about our programs at [www.girlsincnyc.org](http://www.girlsincnyc.org) or connect with us on Twitter (@girlsincnyc).

## About Michael O'Brien

Michael O'Brien is the Chief Shift Officer at [Peloton Executive Coaching](#) and helps leaders prevent bad moments from turning to a bad day. He has shared his personal transformational Last Bad Day story and leadership advice on the TEDx stage, with Fortune 500 companies, [Entrepreneur](#), [Fast Company](#), [Real Simple](#), ABC, and NBC.

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