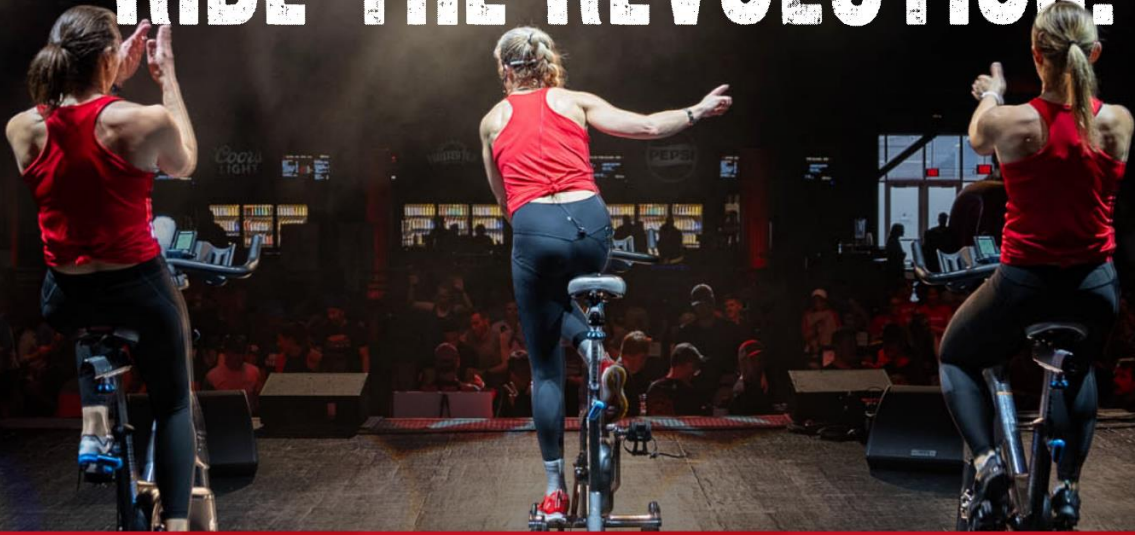




American Stroke Association
A division of the American Heart Association.

CycleNation™

RIDE THE REVOLUTION.



CYCLENATION **MADISON** MAY 13, 2026 | THE SYLVEE

Register at CycleNation.org/Madison

GOLD HEART SPONSOR

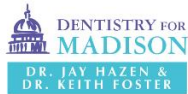


SILVER HEART SPONSORS



The Kostelnik Family

RED HEART SPONSORS



BIKE SPONSOR



PROUD SUPPORTER IN BUILDING HEALTHIER LIVES



VENUE SPONSOR



MEDIA SPONSOR



Thank you to our In-Kind Sponsors: Wisconsin Distributors, Ian's Pizza and Daydream Design!



American Stroke Association®
A division of the American Heart Association.

CycleNation™

2026 CO-CHAIR WELCOME

Dear CycleNation Riders,

Every ride tells a story. Every pedal stroke carries hope. Every dollar raised is a lifeline.

Stroke and heart disease can change lives in an instant—or take them slowly over time. One of us (Brody) lost a mom in 2020, after she had experienced several “mini” strokes that quietly took pieces of her spirit and cognitive ability over the years. Even before she passed, it felt like so much time had already been taken—moments we’ll never get back. The other (Jordan) walks this journey alongside a sister who survived a stroke in her late 20s and has witnessed firsthand the fear, uncertainty, and remarkable resilience that recovery demands.

We’ve felt the heartbreak and helplessness. But we’ve also seen hope in action—the life-changing power of timely care, groundbreaking research, and the support of family, friends, and communities coming together.

When you ride with CycleNation, you’re doing more than logging miles—you’re giving families more time together, more birthdays celebrated, and more moments of life that truly matter. You’re funding research that saves lives, spreading awareness that prevents tragedy, and helping people act in emergencies that can make all the difference.

We are humbled and proud to serve as your Co-Chairs this year—and even more honored to ride alongside each of you. Whether this is your first ride or your eighth, every mile, every story, and every dollar you raise fuels hope, recovery, and a future where fewer families endure the pain we’ve known too well.

Thank you for riding with purpose and heart. On May 13, we’ll ride together—not just for ourselves, but for every loved one we’ve lost, every survivor reclaiming their life, and the moments of life your ride helps make possible.

With Heart,

Jordan Rohlfig & Brody Richter
2026 CycleNation Madison Co-Chairs
DeWitt Law Firm



P E D A L W I T H P U R P O S E

NOW MORE THAN EVER, YOUR SUPPORT IS NEEDED.

By giving to the American Heart Association, you are contributing to, witnessing, and progressing life-saving research.

We're coming together for CycleNation Madison to help save lives from stroke and heart disease. **Register. Donate. And pedal with purpose.** Together, we'll stop the cycle of stroke and heart disease.



**\$5.7
BILLION**

Invested in Research
Funding Since 1949

*More than any nonprofit
organization except the
federal government*



**19+
MILLION**

Patients Benefiting
From a Quality Care
Initiative for High Blood
Pressure



**22
MILLION**

People Trained in CPR
Each Year

Funding from the Heart Association helped launch the careers of many of this country's most prominent cardiovascular and brain scientists, **including 14 Nobel prize winners.**

Last year, the American Heart Association funded **598 new research** projects totaling **\$135.8 million.**

Unfortunately, another **1,530 applications** (2 out of 3 applications received), worth **\$412.5 million** could not be funded.

Hear from an investigator about how the AHA changed his career! Scan the QR code & scroll to video!



W H Y C Y C L E N A T I O N

WHY WE RIDE

Ethan's Story



American Stroke Association®
A division of the American Heart Association.

CycleNation™



Ethan Harbridge, Stroke Survivor

Fond Du Lac, Wisconsin

We are honored to have Ethan joining us on May 13 to share his story. In 2024, Ethan experienced a life-changing hemorrhagic stroke that altered his path and required months of recovery. Today, he continues to move forward with strength and determination.

Ethan's journey is a powerful reminder that stroke can affect anyone, at any age—and that continued investment in research, prevention, and care is critical. Survivors like Ethan are counting on us to keep advancing this lifesaving work.

Ethan is why we ride. We ride for those who can't, for those who've lost their lives, and for those like Ethan—survivors still writing their comeback stories from stroke.

VIP Team Experience

Take your CycleNation experience to the next level.

Teams that raise \$5,000 or more for the mission will enjoy a **VIP Team Experience**—designed to elevate your ride, celebrate your lifesaving impact, and reward your leadership in the fight against stroke and heart disease.

VIP Team Perks

- Premium bike placement – ride front and center with high-energy visibility
- Decorated bike so your team can ride in style
- Cooling towels & bottled water waiting at your bike
- Bike fan for comfort
- Dedicated VIP concierge to support your team throughout the event

Why It Matters

Every dollar you raise helps fund lifesaving research, improve patient care, and create a future free from stroke and heart disease. Your leadership fuels this mission—and we're celebrating YOU for it.

READY TO GO VIP?

- Rally your team—set a \$5,000+ team goal
- Lead by example and encourage your team to take action
- Check out pages 6-8 for quick fundraising wins



JOIN THE TOP RIDERS CLUB

TOP RIDERS ARE A DRIVING FORCE BEHIND LONGER, HEALTHIER LIVES.

Thank you for your commitment to advancing stroke and heart disease prevention, early detection, treatments, and cures.

GET IN GEAR & RAISE \$1,000

Raising \$1,000+ individually for the mission qualifies you as a Top Rider! Qualifying participants will receive an **EXCLUSIVE TOP RIDER MEDAL & SPECIAL EVENT RECOGNITION.**

Log in to your [CycleNation HQ](#) to get started.

Make a personal contribution to show your commitment. When others see that you've donated, they're more likely to follow your lead and give as well!

Ask one person to **match** your personal contribution

Take 10 minutes and send 10 emails to friends and family

Send a letter to your holiday card mailing list and invite friends to contribute

Ask one person to raise \$100 on your behalf

Ask your vendors and suppliers (barber/dry cleaners/banker/dentist)

Ask people who have been personally affected by heart disease or stroke

Text your four best friends for \$25 each

Ask people who have asked you for donations in the past year

\$100*

\$100

\$200

\$100

\$100

\$100

\$100

\$100

\$100

TOTAL = \$1,000



Participants can qualify for a Finisher Medal by raising *\$100 or a Top Rider Medal by raising \$1,000+.

It's our way of saying "thanks" and it's a great way to show your support of heart & brain health.

We ride for those who can't. For those who have lost their lives and for those who are still writing their comeback stories.

And we ride together. With each push of the pedal, we are connecting hearts, minds and bodies for one purpose - to save lives.

WHY CYCLE NATION



American Stroke Association®
A division of the American Heart Association.

CycleNation™



RAISE & RIDE to reach your goal!

MAKE IT PERSONAL

Make up to 5x more impact by personalizing your page in [CycleNation HQ!](#) Add a selfie or a photo of the person you ride for, along with a one-sentence story about *why* you ride. Your “why” inspires others—and it dramatically boosts your fundraising momentum.

DOWNLOAD THE CYCLENATION MOBILE APP

Use the app to text 5 people who always say yes. App users **raise 3x more** on average—start texting & watch your impact grow.

CONNECT YOUR FACEBOOK FUNDRAISER

Launch your FB Fundraiser in [CycleNation HQ](#). It’s an easy, powerful way to share your story, invite support, post updates, and raise more.

“SET IT & FORGET IT” MESSAGES

Pre-written emails, text messages, and social media posts in [CycleNation HQ](#) make fundraising easy!

LINKEDIN

Download your LinkedIn contact list to quickly and easily send your network an email asking for donations to support the mission.

HOST WORKPLACE FUNDRAISERS

Host fun workplace fundraisers like dress-down days, camera-free days, or raffle baskets to support your team’s efforts.

COMPANY MATCH

Does your company offer gift matching? Submit your company’s match confirmation to MatchingGifts@heart.org to double your impact for your team.

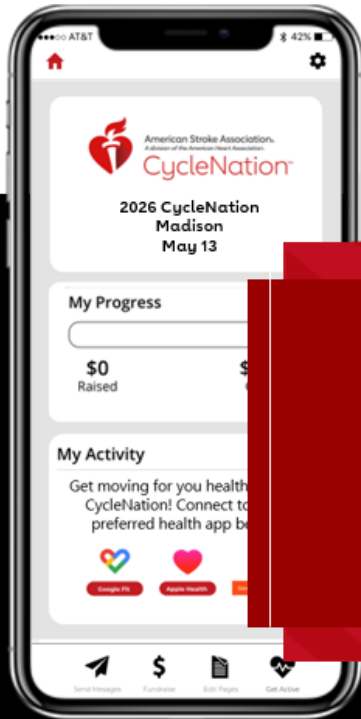


TOOLS YOU CAN USE

Download the **CycleNation App** to jump-start your fundraising and boost your impact!

CycleNation app users raise 3x more on average!

THERE'S
AN APP
FOR
THAT!



With the app, you can:

- Text or email your fundraising link to your phone contacts
- Share a QR code with prospective team members & donors
- Post updates on social media
- Share your link in your Instagram bio
- Get notified immediately when new donations come in
- Deposit check donations and get credit right away

BUILD YOUR DREAM TEAM

Invite up to 8 colleagues, friends, or family—anyone who loves a team challenge and wants to support a lifesaving cause.

Team members can fundraise and ride at the event, or join purely as fundraisers to support the mission.

Login to your [CycleNation HQ](#) or mobile app to send a prewritten recruitment message or access your team page QR code. You can also copy and paste the sample message below:



🚴 *I'm gearing up for CycleNation Madison on Wednesday, May 13 at The Sylvee from 5:00–8:30pm! I'd love for you to join my team, hop on our stationary bike, and help raise critical funds for stroke and heart disease research, treatment, and prevention.*

Why I ride: [\[Personalize\]](#) Stroke and heart disease affect millions of families—including people we know and love. I ride for those who can't, for those we've lost, and for those still writing their comeback stories from stroke and heart disease. CycleNation gives us the chance to honor them, support lifesaving work, and have a great time doing it.

No cycling experience needed! Just bring your energy and your passion to make a difference. The event is a high-energy, relay-style ride with lights, music, and the atmosphere of a concert—on a stationary bike.

How to get involved:

👉 **Join my team**, make a personal donation, and help fundraise toward our team's mission goal:

[\[Insert Your Team Link Here\]](#)

👉 **Can't ride?** You can still make an impact by donating or joining my team as a non-riding fundraiser using the link above.

Let's show up, have fun, and help save lives—together. ❤️



American Stroke Association
A division of the American Heart Association.

CycleNation™

IGNITE YOUR HEALTH REVOLUTION

Every 40 seconds someone has a stroke in the U.S.

Cardiovascular diseases, including stroke and heart disease, account for 1 in every 3 deaths in America. We need your help to change those numbers.

The American Heart Association is committed to **funding early-career investigators**, whose work is vital to the future of heart and brain health.

What's good for the heart is good for the brain. Stroke is the No. 4 killer in the U.S. and the leading cause of serious long-term disability. The same risk factors that contribute to making heart disease the leading cause of death worldwide, including high blood pressure, obesity, diabetes and tobacco use, also impact the rising global prevalence of brain disease, including stroke.

KNOW YOUR NUMBERS. Four key personal health numbers help determine risk for stroke: total cholesterol, blood pressure, blood sugar and body mass index. [Click to Learn More.](#)

EAT SMART. "Balance" is the latest word on heart-healthy eating, according to a new report that encourages people to adapt broad eating habits instead of focusing on single foods — and it's not one size fits all. [Click to Learn More.](#)

GET IN GEAR. How much physical activity do you need? Get fit in 150+ minutes of activity per week. Practice moving and sitting less with these [physical activity](#) recommendations.

MENTAL WELL-BEING. Managing stress means managing your health. Gratitude – or thankfulness – is a powerful tool that can reduce levels of depression and anxiety and improve sleep. [Click to Learn More.](#)

B.E. F.A.S.T. IS HOW WE COME TOGETHER TO END STROKE. When it comes to spotting stroke and getting help, the faster, the better. That's because prompt treatment may make the difference between life and death — or the difference between a full recovery and long-term disability. [Click to Learn More.](#)

B.E. F.A.S.T.

Balance Loss	Eye (Vision) Changes	Face Drooping	Arm Weakness	Speech Difficulty	Time to Call 911

BE A LIFESAVER. Our hands can do so many things, the most important of which may be saving someone's life. When a person has a cardiac arrest, survival depends on immediately receiving CPR from someone nearby. [Click to Learn More.](#)

DeWitt

Proudly
Supports



American Heart Association
CycleNation™



DEWITT 2026
CYCLENATION
CO-CHAIRS

Jordan Rohlfing
Brody Richter
Partners, DeWitt LLP

WISCONSIN :: MINNESOTA



American Stroke Association®
A division of the American Heart Association.

CycleNation™

FAQ's

Is there a registration fee?

There is **no registration fee**—Sign up at www.cyclenation.org/madison, make a personal donation, and start fundraising to make your impact in the fight against stroke & heart disease!

What will the ride look like? How many people can be on my team?

Teams of **4–8 riders** will participate in a relay-style ride consisting of four 20-minute heats, with three 5-minute breaks in between for instructor transitions and mileage tracking. Riders can choose when they'd like to hop on the bike and how long they want to ride—teams are welcome to swap cyclists between or even during heats to find the rhythm that works best for them.

Throughout the ride, instructors from **Princeton Club** and **Joy Ride** will lead from the stage, offering energy and guidance. However, you're encouraged to ride at your own pace in the pit—whether that's pushing hard, taking it steady, or tagging in and out with teammates as needed.

Teams are *not* required to have all 8 spots filled, so no worries if your group is smaller. And remember—not every team member has to ride. Supporters can join your team as fundraising participants only, contributing to the team goal in the way that suits them best.

How do I recruit people for my team?

Building your CycleNation dream team starts with your inner circle! Use your [CycleNation Headquarters](http://www.cyclenation.org/madison) to send a prewritten recruitment email, pull up your team's QR code, or share your team page link from www.cyclenation.org/madison.

Invite coworkers, friends, family members—anyone who loves a good challenge and wants to support a lifesaving cause. And don't forget to reconnect with last year's riders to bring them back for another unforgettable experience!

What is the team fundraising minimum?

Each team commits to a minimum fundraising goal of **\$2,500 to support the lifesaving mission of the American Heart Association**. Teams are encouraged to exceed this goal to create an even greater impact. Because bike/team spots are limited, this minimum is in place to maximize the campaign's overall impact.

With fundraising tools in your [CycleNation Headquarters](http://www.cyclenation.org/madison) and CycleNation mobile app, plus dedicated Heart Association staff support, teams are fully equipped to reach their goals and make an impact in the fight against stroke and heart disease.

What is my "CycleNation Headquarters/HQ"?

Your CycleNation HQ is your personal online fundraising dashboard, accessible via a web browser or the CycleNation mobile app (recommended). It lets you personalize your page with your story and photo, so donors see *your* connection to the mission instead of a generic donation page. You can track your fundraising progress, update personal or team goals, and make fundraising easy with "set it and forget it" emails, social posts, text messages, and QR codes for donations. You can also connect your Facebook Fundraiser, invite others to join your team, track your physical activity, and more. Plus, with the app, you can deposit check donations on the go!

What is a "Top Rider" and how do I become one?

Top Riders are a driving force behind longer, healthier lives! **Raise \$1,000+ individually** to join their ranks and enjoy exclusive perks, including a Top Rider medal and special recognition at the ride.

Want to see your name on the Top Rider event banner? Hit \$1,000+ individually by **Tuesday, May 5 at 11:59 p.m.** to be included!

Check out **page 6** for quick and easy tips to hit your goal and become a Top Rider!



American Stroke Association®
A division of the American Heart Association.

CycleNation™

FAQ's

continued...

What's the VIP Team Experience?

Teams collectively raising \$5,000+ for the mission will enjoy a VIP ride experience with premium bike placement, a decorated bike to ride in style, cooling towels & bottled water at your bike, a bike fan for comfort, and a dedicated VIP concierge—celebrating your fundraising achievements and the lifesaving impact of your support. See [page 5](#) for more details.

When will the weekly fundraising leaderboard updates begin?

Our weekly fundraising leaderboard emails kick off Wednesday, April 8—five weeks before CycleNation Madison. Updates will be shared with all registered participants, so start fundraising early—you don't want your team sitting at \$0 when the leaderboard launches! Early momentum not only boosts your team's ranking but also amplifies your impact on our mission. Each week, we'll also spotlight our Top Riders—those raising \$1,000+ to support lifesaving research, treatment, and prevention for stroke and heart disease.

What is the schedule of events?

Wednesday, May 13 – The Sylvee (25 S. Livingston St., Madison, WI 53703)

5:00 p.m. – Rider Check-In

5:45 p.m. – Opening Program | Event Rules & Safety Briefing

6:00–7:45 p.m. – Ride Relay

7:45–8:30 p.m. – After Party with Ian's Pizza & Awards, *sponsored by Supreme Structures*

What should I wear?

Riders should wear athletic gear, socks, and tennis shoes. The bikes—generously donated by **Princeton Club**—have dual-sided pedals (cages for street shoes or SPD clipless). Arrive dressed to ride (restrooms will be available for changing if needed). Matching or theme outfits are highly encouraged!

Will there be a place to store my belongings?

We encourage you to pack light as lockers are not available.

Where should I park?

The South Livingston Street Garage is located just across the street from The Sylvee at the corner of Livingston & Main Streets. Free on-street parking is also available nearby. Please check all parking signs for any restrictions.

Can I bring my kids? What about a friend, colleague, or spouse who isn't riding?

The event is open to the public and all ages, so bring family and friends to cheer you on!

What do I do when I arrive?

1. **Security Check:** All attendees will go through a brief security screening. Please have your ID ready if you plan to enjoy alcoholic beverages.
2. **Check-In:** Check-in between 5:00–5:45 p.m. to receive your bike number, *two beer tickets, and your **Finisher Medal or Top Rider Medal.
3. **Waiver:** All riders are required to complete a [digital waiver](#) before participating. You are encouraged to complete it in advance to save time upon arrival.

*Raise \$100+ individually to receive two beer tickets.

**Raise \$100+ individually to qualify for a Finisher Medal. Raise \$1,000+ individually to qualify for a Top Rider Medal.



American Stroke Association®
A division of the American Heart Association.

CycleNation™

FAQ's

continued...

Will I be able to ride if I haven't trained or done stationary cycling?

Yes! Instructors from **Princeton Club** and **Joy Ride** will guide the ride, and you're welcome to go at your own pace. You can choose how long and when you ride—it's a relay-style event, so you can hop on and off your team's bike as needed.

Warm-Up Bikes, courtesy of Princeton Club, will be available in the back row so you can get comfortable before your ride begins.

Will there be any awards?

Yes! Our top honors recognize the incredible fundraising efforts that power our mission:

- Top Fundraising Team
- Top Fundraising Individual

We'll also celebrate team spirit and performance with:

- Most Spirited Team
- Top Mileage Team (for teams choosing to compete for mileage)

These awards highlight the passion, generosity, and teamwork that make this campaign so impactful.



BUILDING SPACES THAT MOVE YOU FORWARD

Design-build commercial construction and general contracting across the greater Madison area



American Stroke Association®
A division of the American Heart Association.

CycleNation™

FAQ's

continued...

Can I purchase mileage at the event to boost my team's total for the Top Mileage Team Award?

Yes! Participants and spectators can purchase additional miles to help boost their team's total.

1 mile for \$30 or 2 miles for \$50 donation.

For every mileage purchase, you'll receive a **\$50 gift card to TQ Diamonds** and be entered for a chance to win a pair of **1.00 carat lab-created diamond earrings (valued at \$1,500), generously donated by TQ Diamonds.**

Mileage purchases can be made with credit card, cash, or check at the event.

Will there be food & drinks available?

Absolutely! Participants can refuel with water and a variety of healthy snacks at the event. Each registered participant who raises \$100+ will also receive two beer tickets redeemable at the bar, thanks to **Wisconsin Distributors**. A cash bar will also be available. And don't miss the **After Party, sponsored by Supreme Structures!** Starting at 7:45 p.m., riders can join us for a well-earned celebration featuring delicious pizza, generously provided by **Ian's Pizza**.

Will there be activities for me to do when I'm not riding?

When you're not riding, enjoy networking, grab a drink, and cheer on your team. You'll hear powerful stories from survivors and families, and can explore mission activities like the stroke simulator, interactive brain display, educational resources, and the Tribute Bike to honor someone impacted. Wrap up the night at the **After Party, sponsored by Supreme Structures**, featuring pizza generously provided by **Ian's Pizza**. It's the perfect way to celebrate a successful ride and our collective impact in the fight against stroke and heart disease.

How can I donate? How can others donate to my personal or team page?

Donations can be made securely to your personal or team fundraising page with a credit card, PayPal, Venmo and more at www.cyclenation.org/madison. Cash and checks (made payable to *American Heart Association*) may also be collected and turned in at the event upon Check-In.

Can I fundraise after the event?

Yes! You can fundraise online at www.cyclenation.org/madison or submit cash and check donations to Brianna.Demotto@heart.org through June 30, 2026.

Additional Questions?

Please contact Brianna.Demotto@heart.org | Mobile: 414-732-9692

THANK YOU TO OUR 2026 CYCLENATION EXECUTIVE LEADERSHIP TEAM



American Stroke Association.
A Division of the American Heart Association.
CycleNation™

RIDE THE REVOLUTION.

CycleNation.org/Madison

2026 CO-CHAIRS

Jordan Rohlfing | Brody Richter
DeWitt Law Firm



EXECUTIVE LEADERSHIP TEAM

Laura Doolin
'24-'25 Co-Chair
TruStage | Joy Ride

Abbey DeNoble
'27 Co-Chair
Fairway Independent Mortgage

Jason DeNoble
'27 Co-Chair
Hart DeNoble Builders

Scott Kowalski
'18, '19, '21 Chair
MedSense Health

Joel Plant
Frank Productions

Jihan Bekiri
Exact Sciences

Eric Flores
US Bank

Steve Mintz
Huston Design





THANK YOU FOR JOINING US IN ADVANCING HEALTH AND HOPE FOR EVERYONE, EVERYWHERE.



American Heart Association.

Heart disease is the No. 1 killer worldwide, and stroke ranks second globally. For over a century, the American Heart Association has been fighting heart disease and stroke, striving to save and improve lives.

By participating in CycleNation Madison, you are helping us continue this life-saving work and bring hope to millions.



Since our founding in 1924, deaths from cardiovascular disease have been **cut in HALF**



Deaths from stroke have **reduced by 37%** since 1999



We have funded more than **\$5.7 billion** in research since 1949



Every year, we train approx. **22 million people** in CPR



We funded science that led to the **artificial heart valve, CPR techniques and heart transplant capabilities**



Our evidence-based care is being used in **12 million hospital stays** annually



American Stroke Association
A division of the American Heart Association.

CycleNation™

RIDE THE REVOLUTION

THANK YOU FOR JOINING THE FIGHT AGAINST STROKE & HEART DISEASE

Your participation in CycleNation Madison makes you a driving force in the fight against stroke and heart disease. Because of you, the American Heart Association is advancing bold solutions so more people can live longer, healthier lives.

For more than 100 years, the American Heart Association has led the fight against cardiovascular disease and stroke. With supporters like you, we've been able to fuel life-saving research, drive innovation, and strengthen the health of communities everywhere.

As we move into our second century, our commitment is stronger than ever—to transform heart and brain health, support patients and caregivers, and create lasting change in how we live, work, and play.

But this journey doesn't end here. Every mile you ride and every dollar you raise pushes us closer to a future where stroke and heart disease are no longer the world's leading killers.

Thank you for being part of this movement. Your impact is real, it's needed, and it's making a life-saving difference.

Questions?

Brianna Demotto, Development Director:
Brianna.Demotto@heart.org
414-732-9692 (call/text)

Ride with purpose. Make your impact at

[CycleNation.org/Madison](https://www.cyclenation.org/Madison)