

DEMPSEY™ CHALLENGE

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The Dempsey Challenge is proud to announce L.L.Bean is returning as the presenting sponsor of the Two-Day Ride, led by former pro-cyclist, George Hincapie

LEWISTON, ME [June 5, 2017] – The Dempsey Challenge is proud to announce [L.L.Bean](#) is returning as the presenting sponsor of their Two-Day Ride. L.L.Bean has long been inspiring people to live life outdoors and connect with nature -- making them the perfect partner for the Two-Day Ride, which boasts cycling routes that include iconic views of Maine's countryside and coast.

"We're excited to welcome back L.L.Bean as the presenting sponsor of our Two-Day Ride," said Dempsey Center Founder, actor Patrick Dempsey. "L.L.Bean's commitment to the state of Maine, and to getting people outdoors makes them the perfect partner for this incredible event. Cyclists will enjoy Maine's natural beauty from the countryside to coast - it's a unique and wonderful experience."

The 2017 Two-Day Ride will be led by George Hincapie, who first attended the Dempsey Challenge in its inaugural year. Hincapie is one of the most recognized riders in the world with numerous world championships, national championships and professional victories to his credit.

"I'm excited to partner with Patrick Dempsey and help lead the Dempsey Challenge ride again this year," said Hincapie. "Not only do the routes have some great climbs and nice views, but also it's always fun to meet other cyclists who are passionate about the sport, as well as what the Dempsey Challenge supports—raising funds for those impacted by cancer. We look forward to hosting Patrick at our Gran Fondo Hincapie in October, showing him the same hospitality he so graciously showed me in Maine."

During his 19-year professional career Hincapie was regarded as the premier American classics rider of his generation. He competed in a record 17 Ronde van Vlaanderen races and finished second at the grueling Paris-Roubaix, the best ever for any American. Beyond the classics he rode in the Tour de France 17 times and won three US National Road Race championships.

Despite all his accomplishments, Hincapie is most remembered for his role as a valued teammate and leader to winners of cycling's top events such as the Tour de France and Milan-San Remo. As he said while standing on the storied Champs-Élysées at the conclusion of his final Tour de France, he wants first and foremost to be remembered as a great teammate.

The Dempsey Challenge Two-Day Ride aims to challenge participants in new ways, with back-to-back days of cycling, and new routes that include great climbing and stunning scenery. This exclusive, intimate ride is geared toward the accomplished cyclist and offers a taste of Maine hospitality and authenticity while raising funds for those impacted by cancer. Riders will experience autumn in Maine from its iconic rocky coast to its rustic countryside, enjoy great food and drink, and be part of the camaraderie the Dempsey Challenge is known for.

"We are extremely proud to once again sponsor this year's Dempsey Challenge. It's a fun, healthy way to support a great cause and the wonderful work the Dempsey Center does in improving the quality of life for people that have been impacted by cancer, and George will be a wonderful leader for this event," said Christina Semanyshyn, L.L.Bean's strategic partnership manager.

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On day two, the Two-Day Ride route will hook up with the existing Dempsey Challenge course to finish the last 30 miles with one day riders. As participants approach the finish line, they'll be greeted by cheering spectators and lively Festival in the Park, complete with a traditional Maine lobster bake. The Two-Day Ride registration fee is \$150, plus a fundraising minimum of \$1,000. Every dollar raised by participants directly benefits the Dempsey Center and people impacted by cancer.

The Dempsey Challenge is a two-day, non-competitive fundraiser which champions the spirit of celebration and culture of paying it forward, all hosted in actor Patrick Dempsey's hometown of Lewiston, Maine. Every dollar raised by the Challenge benefits the Dempsey Center -- a leader in Quality of Life care for individuals and families impacted by cancer. The Dempsey Center provides a personalized, holistic and integrated approach to cancer prevention, education and support. Follow the Dempsey Center and Dempsey Challenge at dempseycenter.org, [Facebook](#), [Instagram](#) and [Twitter](#). For more about the Two-Day Ride presented by L.L.Bean, visit: dempseychallenge.org/two-day-ride-presented-by-l-l-bean. For a complete schedule of Dempsey Challenge events, or information on how to register, visit dempseychallenge.org.

ABOUT L.L.BEAN, INC.

L.L.Bean, Inc. is a leading multichannel merchant of quality outdoor gear and apparel. Founded in 1912 by Leon Leonwood Bean, the company began as a one-room operation selling a single product, the Maine Hunting Shoe. Still family owned, Shawn Gorman, great grandson of Leon Leonwood Bean, was named Chairman of the Board of Directors in 2013. While its business has grown over the years, L.L.Bean continues to uphold the values of its founder, including his dedication to quality, customer service and a love of the outdoors. In the past five years, L.L.Bean has donated over \$6 million toward conservation and land stewardship. L.L.Bean operates 34 stores in 16 states across the United States, along with 25 stores in Japan. The 220,000-sq. ft. L.L.Bean retail store campus in Freeport, ME, is open 24 hours a day, 365 days a year and welcomes more than 3 million visitors every year. L.L.Bean can be found worldwide at www.llbean.com, [Facebook](#), [Twitter](#), [YouTube](#), [Pinterest](#), [Google+](#) and [Instagram](#).

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