



## Cycling On Purpose Press Release - March 2025

### FOR IMMEDIATE RELEASE

#### **Cycling On Purpose Founder Raising Awareness of the Youth Mental Health Crisis with 2,800-Mile Cross Country Bike Ride**

*NonProfit Founder to Bike Over 2,800 Miles Across the Country to Raise Awareness and Funding that Combats the National Youth Mental Health Crisis.*

**Liberty Lake, WA** — Travis Scott, founder of Cycling On Purpose, a 501(c)(3) nonprofit, is set to embark on what he's calling the **2025 Ri-'zil-yənt Ride (Resilient Ride)**. It's a cross-country cycling journey starting June 12th from his home in Liberty Lake WA and concluding in early August near his hometown in Indiana.

The ride is to raise awareness about the escalating youth mental health crisis and he plans to host workshops and meet with community members in some of the towns he passes through, including, but not limited to: Coeur d'Alene, ID, Missoula, MT, W. Yellowstone, MT, Cody, WY, Gillette, WY, Rapid City, SD, Vermillion, SD, Dubuque, IA, and more.

Starting from **Liberty Lake, Washington**, Travis will cycle approximately 2,800 miles to a destination near **Indianapolis, Indiana**. The ride will begin on or around June 12, 2025 and will start in Liberty Lake, WA, and include Missoula, MT, Yellowstone National Park, Devil's Tower National Monument, Mount Rushmore, and other well-known locations in addition to the small towns and cities he'll be staying in along the way. A significant highlight of the journey is Travis's participation in the **RAGBRAI Ride across Iowa**, beginning on **July 19th**.

## **A Personal Mission with a Powerful Message**

What started as a personal challenge and bold way of honoring his cousin who passed away unexpectedly from a heart condition in 2023 turned into a purpose for Travis Scott, Founder and Executive Director of Cycling On Purpose, that became much bigger than himself.

After declaring he would ride his cousin's bike 2,800 miles from Spokane, WA to Indianapolis, Travis began to imagine the ride becoming even more impactful toward change. A way to provide hope, encouragement, and a show of resiliency to those who need it most - the youth in our country battling crippling mental health issues.

At that moment, Travis discovered purpose. A way to do something meaningful that would help others, especially the most important segment of our population.

In finding a purpose, he also noticed that the depression he had been fighting for the past year and a half began to fade. This made him even more determined to provide kids and teens with the tools and resources they need to find their own purpose in life and build resiliency to weather the storms life will undoubtedly throw at them.

As a father of three young children, he is profoundly concerned about the mental well-being of today's youth and is determined to do what he can to affect meaningful change that will help reverse the youth mental health crisis.

**"Something tells me riding 2,800 miles across the country will be easier than convincing state and federal congressional members to enact laws and protections for our kids' mental health," says Travis Scott. "But every journey starts with a single pedal stroke, and I'm determined to make a difference."**

## **Join the Journey and Support the Cause**

Cycling On Purpose is actively seeking sponsorships, with **Emmie Collective** as the first sponsor. The organization has set a fundraising goal of **\$50,000** to support its advocacy efforts.

### **How to Support:**

- **Donate Online:** [givebutter.com/CyOP](https://givebutter.com/CyOP)
- **Mail a Check:** PO Box 402, Liberty Lake, WA 99019
- **Text to Donate:** Text **ONPURPOSE** to **53-555**

## **Engage and Participate**

Travis plans to schedule speaking engagements and community events along the route. Communities interested in hosting an event or joining the ride are encouraged to reach out. Cyclists are welcome to join segments of the journey, especially during weekend rides after

overnight stays in various towns. A minimum donation of **\$100** is requested for participants joining the ride.

### **Follow the Journey:**

- **Website Blog:** [cyclingonpurpose.com/blog](https://cyclingonpurpose.com/blog)
- **TikTok:** [tiktok.com/@cyclingonpurpose](https://tiktok.com/@cyclingonpurpose)
- **Facebook:** [facebook.com/cyclingonpurpose](https://facebook.com/cyclingonpurpose)
- **Instagram:** [instagram.com/cyclingonpurpose](https://instagram.com/cyclingonpurpose)
- **LinkedIn:** [linkedin.com/company/cyclingonpurpose](https://linkedin.com/company/cyclingonpurpose)
- **YouTube:** [youtube.com/channel/UCA1oHmGQ2OwmD32sfG40hNQ](https://youtube.com/channel/UCA1oHmGQ2OwmD32sfG40hNQ)

### **Media Inquiries and Contact Information**

For more information, to schedule an interview, or to coordinate participation in the ride, please contact:

- **Phone:** (509) 425-4333
- **Email:** [info@cyclingonpurpose.org](mailto:info@cyclingonpurpose.org)

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### **About Cycling On Purpose**

Cycling On Purpose is a 501(c)(3) non-profit organization dedicated to raising awareness and advocating for solutions to the youth mental health crisis. Founded by Travis Scott in September 2024, the organization focuses on promoting legislative action to regulate smartphone and social media use among minors under 17 years old.

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