

For Immediate Release



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CYCLE: Introducing a New Era for Local Nonprofit

HOUSTON (Sept. 22, 2015) – Elves & More, a Houston-based nonprofit focused on children's education, has rebranded as **CYCLE: Changing Young Children's Lives through Education**. The new brand clearly reflects the charity's mission and purpose, which is to improve literacy among children in grades K-3 in Title One schools in the Greater Houston area.

The new brand embodies the key attributes of the organization's program: children-focused, education-based, positive-change, and bicycle-catalyst. The name CYCLE resonates with target communities and lends new vibrancy to an organization that has inspired children to excel for over a decade, while the logo captures the enjoyment felt by the children upon earning their bikes.

CYCLE chairman David Entekin commented, "The program is focused on early childhood literacy because research indicates that mastering literacy is a key determinant of future academic success and ultimately success in life. CYCLE positively impacts the lives of these at-risk children by rewarding them with a new bike – a powerful incentive for success in the classroom."

While CYCLE bears a new name and logo, the organization remains dedicated to its established mission and program to improve children's literacy. Through the program, children and their parents complete contracts that require the child to improve their scores in grade-level-appropriate literacy skills as determined by their teacher. Upon meeting the requirements of the contract, the child is awarded a new bicycle. The CYCLE program encompasses a fall and spring semester bicycle program, and a summer reading initiative.

Each bicycle program culminates in a large-scale bike build held at a predesignated location. Individuals and families from across the city take the time to build and deliver the well-earned bicycles to the respective students. The largest bicycle build is held at NRG Center in December each year. CYCLE is completely funded by donations from individuals and corporations in the Greater Houston area. The organization needs your support to continue to grow and serve more children in the community.

Executive Director, Rebecca Roberts, shares this observation: "CYCLE relies on the passion and generosity of the Houston community to fund our programs. We should all have a mutual goal to help Houston's schoolchildren achieve their full potential, and I encourage Houstonians to donate to this exceptional organization. Be a part of real, positive change in your community."

About CYCLE

CYCLE is a Houston-based 501(c)(3) not-for-profit organization serving the needs of children in kindergarten through third grade. Founded in 2004, the organization uses an innovative program to improve literacy by working directly with independent school districts in the eight-county area of Greater Houston. Under the program, children and their parents within selected Title I schools complete contracts that require the child to improve their scores in grade-level-appropriate literacy skills. CYCLE awards a new bike upon successful completion of the program. To date, CYCLE has awarded more than 144,000 new bicycles to deserving children in the Greater Houston area. To learn more, donate or get involved, please visit www.CYCLEHouston.org.

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