Cycling endeavor benefits North Shore nonprofit

As the first rays of the rising sun illuminate the Sierra Nevada mountains Sept. 25, three members of the Elijah Bleu's cycling team will depart from Fort Bragg bound for Truckee.

The three riders — Hardy Bullock, Carey Thrasher and Ken Bossung — plan to ride nonstop for 300 miles in support of the mentoring programs made possible by nonprofit Big Brothers Big Sisters of Nevada County and North Lake Tahoe. Their 30-hour ride, which will take them through the communities of Willits, Clear Lake, Colusa, Marysville, Grass Valley, Nevada City, Downieville and Sierraville, includes more than 20,000 feet of climbing.

Team leader Bullock is no stranger to endurance cycling.

"Last year, friends and supporters helped me raise money for Big Brothers Big Sisters when I rode in the Everest Challenge — 239 miles with 29,000 feet of climbing," Bullock said in a statement. "After that ride, I made a promise to myself and to the kids who need the positive support of Big Brothers Big Sisters that I would continue to raise money and awareness through challenging events... and this will be, by far, the most difficult cycling event we have ever attempted."

The ride will finish at Elijah Bleu's House of Coffee & Good Eats (10115 Donner Pass Road) in downtown Truckee, with a welcome-home party at 11am Sept. 26.

Members of the public as well as volunteers and children involved in the Big Brothers Big Sisters program are invited to meet the riders at 10am that Sunday at the new Truckee Recreation Center (8924 Donner Pass Road, at the Pioneer Center Roundabout) to ride the final mile with them down the hill to Elijah Bleu's, where free food and beverages await.

Individuals or businesses interested in supporting the fundraising efforts of Hardy, Carey and Ken may email info@elijahbleus.com or call (530) 582.1040.