RECOVERY FOR PARENTS OF ADDICTS

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Contact: Dave Cooke
602.903.2074 (office)
586.201.9057(cell)
dave@100Pedals.com

FATHER OF HEROIN ADDICT EMBARKS ON 50-DAY EDUCATIONAL TOUR TO SUPPORT OTHER PARENTS OF ADDICTED CHILDREN

Delivering a message of hope, empowerment and personal recovery

Over 23 million people are reported to be dealing with some form of addiction - nearly double the number of people with cancer related issues. This means there are **23 million families** devastated by the choices, behaviors, and actions of an addicted loved one.

Dave Cooke, CEO of 100Pedals, Inc. was one of those parents who lived through his son's addiction based nightmare of deception, theft, numerous relapses, an overdose experience, and frequent jail stops. Cooke shares, "Like every parent, I got swallowed up by my son's addiction. The more I reacted to his addiction driven choices, the more my life spiraled out of control in my quest to save him. It was as though his addiction had taken over my life, as well. It nearly destroyed me. Were it not for a commitment to ride my bike every day, I probably would never have broken away from the grip of his addiction."

Today, 100Pedals educates parents on reclaiming their life while empowering them to confidently move forward despite this painful adversity in their lives. "We don't encourage parents to give up, quit hoping, or stop loving, we teach them to get unstuck, to take care of themselves, to celebrate their life as it is, and set an example for their child to follow, when and if they desire." Cooke adds, "When I was at my lowest, loneliest, darkest point, I knew I had become trapped in this madness; but, I had no idea what do to about it. My life was completely transformed the day I learned to separate myself from the beast of addiction and move forward to focus on living my life."

To bring this message of empowerment and personal recovery to parents, Dave is embarking on a 100Pedals Educational Tour, known as a "Drive N Bike." This is a 50-day, 6600 mile, 15-state, 20-city journey. Speaking in churches, schools, and neighborhood organizations, Cooke is committed to building a community of parents who find hope, opportunity, and clarity in reclaiming their life. "This tour enables me to deliver my story and offer parents a fresh, inspiring perspective for their life. Parents do not have the power to take addiction out of their child's lives; but, they do have the authority to be in control of theirs."

This tour is being financed by Mr. Cooke with the support of a crowd funding effort through www.GoFundMe.com/100Pedals. More information is available on the 100Pedals website: www.100Pedals.com.