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## FOR IMMEDIATE RELEASE

### **Rock River Community Clinic's Annual Tour da Goose Bike Ride Fundraiser Seeking Sponsorship Support**

**Whitewater, WI – January 3, 2024** – The 12<sup>th</sup> annual Tour da Goose Fundraiser, which raises critical funds to support Rock River Community Clinic (RRCC) operations, is seeking local sponsorship support for its event scheduled for Saturday, June 22nd.

“Besides being a fun, family-friendly community event, the Tour da Goose fundraiser provides crucial funding to support our organization and our high-level patient care,” states Olivia Nichols, RRCC CEO/Executive Director. “We have set an ambitious goal to raise \$50,000 from the 2024 event, and the overall fundraising success of the event relies heavily on the generosity of local individuals, businesses and organizations to fill sponsorship slots.”

The 2024 event is seeking a total of 41 sponsors - 1 Platinum Sponsor (\$5,000), 5 Gold Sponsors (\$2,500), 10 Silver Sponsors (\$1,000), and 25 Bronze Sponsors (\$500). Each level of sponsorship includes varying benefits of brand recognition, public acknowledgements, complimentary registrations, and more. Full details of the sponsorship opportunities can be found at [www.tourdagoose.com](http://www.tourdagoose.com).

“While we know most of our sponsors support our event because they believe in the mission of RRCC, we recognize the importance of also creating a mutually beneficial relationship by offering our sponsors a number of opportunities to be acknowledged and credited for their generous support,” Nichols adds. “Since this is a county-wide event, with hundreds of participants and volunteers and promoted actively for months, the exposure for our sponsors is terrific.”

Sponsorships will be filled on a first-come-first-serve basis and can be confirmed by contacting Nichols at [director@rockrivercommunityclinic.org](mailto:director@rockrivercommunityclinic.org). Sponsors will be sought until May 1st or until filled.

Founded in 2013 by biking enthusiasts Rita Brafford & Jon Fisch, Tour da Goose is a charity bike ride that has grown into a sought-after event for bikers, volunteers & sponsors across Jefferson County. The event was initially established as a fundraiser for the Watertown Area Cares Clinic (WACC), to provide crucial operational support for healthcare services in that community. As healthcare services and needs evolved, so did the WACC - merging with three other county clinics to establish Rock River Community Clinic. During the planning in 2013, Jon lost his battle to cancer. Inspired by his commitment to the cause, Tour da Goose has lived on in his memory.

“Over the event’s lifetime, Tour da Goose has raised over \$300,000 and we look forward to another successful year of this important community event,” says Brafford.

The 2024 event will be held on June 22nd, offering routes ranging from 12 to 100 miles to accommodate riders of all levels. Routes start and end in Riverside Park in Watertown and span the full-service area of RRCC. Participants will enjoy a post-ride party at Riverside Park that includes food and entertainment. Registration for riders and volunteers is also now open.

“This wonderful event continues to grow year after year, and we look forward to continuing that growth this year,” states Nichols. “We’re so grateful for the support for RRCC’s mission to provide quality, comprehensive health care for all.”

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*Rock River Community Clinic (RRCC) provides comprehensive and cost-effective health care services to ensure all community members have access to the care they need. Serving families in Jefferson, Dodge, and parts of Walworth County, RRCC includes three medical clinics located in Whitewater, Watertown, and Jefferson, and one dental clinic located in Fort Atkinson. Referrals for behavioral health care services will be available in Whitewater and Watertown locations soon.*

*At RRCC, all community members are welcome and accepted, regardless of ability to pay, with discounted prices for patients who are uninsured or underinsured (high deductible plans). RRCC also provides care coordination services to help patients overcome barriers to accessing healthcare (e.g., transportation), and helps to coordinate referrals. Bilingual staff (Spanish & English) are available to support patients and their families. By increasing access to health care services, offering care at*

*affordable costs, and assisting with healthcare navigation, RRCC works to create a healthier, more equitable, community. For clinic hours and directions, visit [www.rockrivercommunityclinic.org](http://www.rockrivercommunityclinic.org)*

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