



## **CUSTOM FREEDOM CONCEPTS TANDEM BICYCLE HELPS PEASE BROTHERS COMPETE IN IRONMAN WISCONSIN**

### **NEWS RELEASE**

MADISON, WISCONSIN, September 16, 2013 – With the help of a custom-built Freedom Concepts tandem bike, Kyle Pease, who has cerebral palsy, and his brother Brent were able to compete in the IRONMAN Wisconsin on September 8 in Madison. They completed the triathlon - consisting of a 2.4 mile swim, 112 mile bike course, and a full marathon - in just over 15 hours.

The brothers have been competing in marathons and triathlons for the past two and a half years, but had previously been unable to enter the IRONMAN due to past regulations. This year marked the first time the brothers were allowed to compete as a pair. Their adaptive bike features custom gearing, which allows them to go much faster than the gear system typically used on a tandem bike. It also has a special front seat, designed to hold Kyle comfortably in place. This is useful for triathlons, where the bike portion can often be upwards of five hours, and especially the IRONMAN, where the brothers spent almost nine hours riding together.

“We always build our bikes to the rider’s specific needs,” says Freedom Concepts President Ken Vanstraelen, “however, this one was a bit different. We wanted the bike to be practical for Kyle and Brent, but also wanted to allow them to ride competitively. Seeing them complete one of the most grueling triathlons in North America was just amazing. It tells me that we achieved our goal, and in turn, helped them achieve theirs.”

On top of competing in numerous races throughout the year, the brothers also run the Kyle Pease Foundation, a non-profit organization aimed at promoting the success of people with disabilities through sports. Through the Foundation, Brent and Kyle have put together a team of special needs athletes, and have raised funds to buy two more Freedom Concepts bikes similar to theirs.

Freedom Concepts Inc. has been imagining, designing, and building a full line of adaptive bicycles, alternative seating, and mobility devices for over twenty years. [www.freedomconcepts.com](http://www.freedomconcepts.com)

-30-

### **For additional information please contact:**

Jaremy Ediger  
Marketing Assistant  
204.654.1074 ext 207  
[jaremy@freedomconcepts.com](mailto:jaremy@freedomconcepts.com)  
Freedom Concepts Inc