



April 10, 2015

Rye-based cancer support organization dedicates their souls to help the souls of those affected by cancer

Rye, NY – The Rye-based volunteer organization Soul Ryeders, is celebrating eight years of growth and expanding support services for women affected by cancer with a new name and a new look. The recently rebranded "Soul Ryeders" may seem like a subtle difference, but it reflects some big changes.

"We started as small team of women participating in the annual Avon Walk for Breast Cancer," said Sandy Samberg, who started the team in 2007. "We rallied together on the soles of our feet to train for the 39 mile, 2-day event in NYC. While Soul Ryeders continues to participate as a team in the annual walk, we've shifted much of our attention to doing tangible things to help heal the souls of community members who are affected by cancer."

In 2006, Ms. Samberg did her first Avon Walk in memory one of one friend who succumbed to breast cancer and in honor of another who had just been diagnosed. In the years since, the team has grown tremendously and has an impressive record of using grassroots efforts to raise almost \$2 million dollars for cancer support and services.

Initially, all monies raised were directed to the Avon Foundation for Women as part of the team's participation in the annual walk. However, thanks to their current network of dedicated survivors, volunteers and sponsors, Soul Ryeders has expanded their mission and has developed their own self-funded programs to help women from diagnosis through treatment, recovery and survivorship.

"Our efforts are designed to help empower our friends and neighbors who are living with cancer and restore their sense of dignity when they are feeling their most vulnerable," said Ms. Samberg. "It's been an honor to watch Soul Ryeders flourish within our community. People join together and



share their time, talent and energy to give back, have fun and make lifelong friendships – all while helping such a worthy cause.”

Soul Ryeders’ pour their hearts – and souls – into fulfilling their organization’s mission through a variety of local programs including The Wig Exchange and Mondays with Soul Ryeders (offering complimentary salon services for women undergoing cancer treatment). They develop and organize projects such as Strand Together hair donation events and Stitch & Sip evenings where they create handmade accessories such as chemo hats, drain pockets and fleece blankets to provide comfort during cancer treatment.

“We’re the ones that ‘Cover the Court with Coins’ in May and ‘Tie the Town Pink’ in October,” said Lesley Findlay, Event Coordinator for Soul Ryeders. “These fundraising efforts and the generosity of our local sponsors make it possible for us to sustain our programs and award grants to other local cancer organizations. This year’s ‘Cover the Courts with Coins’ event will take place Saturday, May 16th. So bring your children and your loose change and join us at the Rye Recreation tennis courts on Midland Avenue anytime between 8am and 4pm.”

To learn more about Soul Ryeders, please visit www.soulryeders.org

Soul Ryeders is a volunteer-driven charitable organization, based in Westchester County NY, committed to empowering those in our community who are affected by cancer. From diagnosis through treatment, recovery and survivorship, we offer practical resources and nurturing support services that provide dignity, confidence, hope, and compassion.

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