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LATICRETE Sponsors Lowe's Employee Bike Ride for MS



August 17, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, sponsored Lowe's employee Larry Unfried for the second straight year in the 2009 Bike MS Great Lakes Breakaway Ride to raise funds and awareness to help find a cure for Multiple Sclerosis. Unfried completed his 11th straight MS Great Lakes Breakaway Ride accompanied by his two sisters and niece. Next year will mark the 25th anniversary of the

event held by the National MS Society, Michigan Chapter, which takes riders on a scenic two-day journey through peaceful farmlands and rural communities on the shores of Lake Michigan.

Unfried, a flooring sales specialist at Lowe's in Fairview Heights, Illinois, has now raised a total of \$7,500 with his family over a combined 30 times taking part in this special event. This year, over 600 riders joined the Unfried family to raise funds for the Michigan Chapter to help fight against MS, a chronic, often disabling disease that affects the lives of so many Americans.

"We're very grateful for the support of LATICRETE," said Unfried. "We had another great weekend helping to raise funds and awareness to fight MS. We contacted the local newspaper and they came out and wrote a nice feature for us before the race, and every year the number of riders continues to grow. This year I turned biking into a contact sport and had a few falls, but sometimes that comes with the territory."

Pictured Above: Lowe's flooring specialist Larry Unfried takes a break to rest his knees and sore shoulder during the 2009 MS Great Lakes Breakaway Ride on the shores of Lake Michigan

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