

## PRESS RELEASE

“The Ride 4 Raw Milk” Bike-a-Thon  
December 17<sup>th</sup> 2008 - January 25<sup>th</sup> 2009

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### FOR IMMEDIATE RELEASE

## WISCONSIN MAN TO RIDE A BIKE FROM COAST TO COAST IN 40 DAYS WHILE EATING ONLY RAW DAIRY PRODUCTS

December 5, 2008 – Without any formal cycle training, Max Kane, founder of the Chicago-based private food club [Belleslunchbox.com](http://Belleslunchbox.com) and creator of the [TheRawMilkParty.com](http://TheRawMilkParty.com) website, will be riding a 40 day and 40 night bike-a-thon across the U.S. while eating and thriving exclusively on a diet that most states have outlawed the sale of and condemned, persecuted, and oppressed by modern healthcare and main stream media: RAW DAIRY. “The Ride 4 Raw Milk” will launch on Wednesday, December 17<sup>th</sup> 2008 at Tender Grass Farms in Rocky Mount, Virginia and continue south through the Carolinas. Max will then curve west and fearlessly proceed through Georgia, Alabama, Mississippi, Louisiana, Texas, New Mexico, Arizona, and end in Malibu, California at the home of Dr. Aajonus Vonderplanitz (author of “The Recipe for Living Without Disease” and “We Want to Live”) on Sunday, January 25<sup>th</sup> 2009.

Max will be toting a few glass jars and reloading his Raw Milk supply as he travels from farm to farm during his journey across the nation. Max will update the world of his travels live every Wednesday 4:30pm-5pm(CST) via [healthylife.net](http://healthylife.net) internet radio with *The Pursuit of Health's* host Jay Cruz. Additionally, an HD video camera will capture Max's experience along the way. Daily updates, routes, special events, sponsors, and public comments of the trip will be posted and available to view at [TheRawMilkParty.com](http://TheRawMilkParty.com).

### **What is the Purpose of “The Ride 4 Raw Milk”?**

The purpose of “The Ride 4 Raw Milk” is to raise funds, awareness and acceptance. Max intends to raise \$100K to fund the filming of a yet to be titled Raw Milk documentary. After “The Ride 4 Raw Milk” is complete and the financial goal is met, Max and members of his “Team Raw Dairy” expect to travel the globe and film for three to five years with an estimated release date of 2013 on the big screen. In addition to the footage captured during Max's 40 day bike ride, the documentary will capture indigenous, raw dairy consuming cultures, their healthy lifestyles and ancient wisdom. Along with taking the viewer inside the powerful dairy industry, the film will stand as video documentation as to how pasteurization came to be, and disclose the origin of the unscientific and controversial fear surrounding raw milk. Finally, and most important, it is Max's goal for “The Ride 4 Raw Milk” to bring both attention and social acceptance to the health benefits of Raw Milk, a food which Max believes was instrumental in saving the quality of his life.

### **What is Max's Story?**

Max struggled with extremely poor digestion and a toxic gut throughout his adolescent years. At the age of ten, healthcare conveniently stamped him with a label of disease (Crohn's) and convinced him that both his health and happiness were to be found in a pill. After a decade of medication and medical therapies, Max's body waste away and his bones became discerningly thin. Since then, Max has managed to restore his digestion and completely stop taking all drugs that were prescribed by the modern medical paradigm. By utilizing a raw food diet consisting of raw dairy products and other raw animal derived foods, Max has gained over 80 pounds of healthy weight and has transcended the Crohn's disease label given by the modern health paradigm. Max is a Raw Milk consumer and activist, and founder of the Chicago based Private Food Club Belle's Lunchbox. Max enjoys detoxifying his body in his spare time and looks forward to engaging an audience when the situation presents itself. Max finds interest in reading, writing, and education, and now lives a happy, healthy, pill free-medication free life with his wife and two daughters in Viroqua, WI.

Max believes that this event will stand as empirical and irrefutable proof with compelling testimony as to the health benefits of Raw Milk.

Media coverage of this event from start to finish is sought. Contact Sherrin Ingram at 630-514-7743 to inquire about positioning a special event in your town, or to arrange interviews with Max before, during and after the “The Ride 4 Raw Milk” Bike-a-Thon,