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## Annual 4 Bridges Ride to Be Held September 17th, 2017

**Portsmouth, RI** — The fifth annual 4 Bridges Ride, sponsored by the Rhode Island Turnpike and Bridge Authority Foundation will be held on Sunday, September 17th 2017. The 26 mile charity ride allows cyclists an opportunity to cross the Verrazzano, Pell, Sakonnet and Mt. Hope Bridges connecting the State of Rhode Island and Providence Plantations. All net proceeds from rider registration and sponsorships from this year's 4 Bridges Ride will be donated to Save The Bay, in support of their mission to protect our vital waterways.

The event will start at 7 a.m. in North Kingstown, and finish on the campus of Roger Williams University in Bristol. Parking will be provided at the finish line of the event adjacent to Roger Williams University on Old Ferry Road starting at 5:00 a.m. on Sunday, September 17th. From there, shuttles will be provided to all participants and will run from 5:00 a.m. until 6:15 a.m. More information and a detailed weekend schedule is available at [www.4bridgesride.com](http://www.4bridgesride.com).

The 4 Bridges Ride is produced by Gray Matter Marketing, an award-winning event company with a portfolio including the Amica Newport Marathon, Ocean Road 10k, Newport 10 Miler, and the Citizens Bank Pell Bridge Run.

For more information and to register, visit [www.4bridgesride.com](http://www.4bridgesride.com)

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### **About Rhode Island Turnpike and Bridge Authority Foundation**

The Rhode Island Turnpike and Bridge Authority operates a charitable foundation which provides funds to worthy organizations with proceeds generated from special events held on RITBA properties throughout the year. The RITBA Foundation was formed to carry out the mission of supporting local communities and nonprofit organizations that have a positive impact on the lives of Rhode Islanders. Visit [www.ritba.org/ritba-foundation](http://www.ritba.org/ritba-foundation) for more information.

### **About Save the Bay**

The mission of Save the Bay is to protect and improve Narragansett Bay. Their vision is a fully swimmable, fishable, healthy Narragansett Bay, accessible to all and globally recognized as the natural treasure it is. encourages smart development that protects the public's right to access the coastline. For more information and upcoming events, visit [www.savebay.org](http://www.savebay.org).

### **About Gray Matter Marketing**

Gray Matter Marketing is a full services marketing consulting and event management agency. We work with clients to maximize sales and marketing capabilities, create turnkey events, and maintain an engaging social media presence. For more information on Gray Matter Marketing's offerings and events, please visit [www.graymattermarketing.com](http://www.graymattermarketing.com).

