



Fulcrum Partners Teams With Triathlete Jordan Rapp Sharing Message of World Bicycle Relief

PONTE VEDRA BEACH, FL– (October 7, 2013)

For the fifth consecutive year professional triathlete, ITU Long Distance World Champion, and five-time Ironman champion Jordan Rapp is hosting his annual fundraiser for [World Bicycle Relief](#). [Fulcrum Partners LLC](#), one of the nation's leading and largest executive benefits consultancies, and branding partner with Rapp, is sharing the message of this important cause as Jordan Rapp seeks to raise \$100,000 to help bring bicycles to rural Africa. (Donate now: <http://www.crowdrise.com/RappstarCharityChallenge>.)

World Bicycle Relief's Buffalo Bikes, which are assembled locally near the African villages where they are distributed, are purpose-built to withstand African terrain and conditions. A single donation of \$134 provides a bicycle that becomes a lifeline for a family to access clean water, medicine, education and other necessities of life. When one person in need receives a bicycle, the lives of four others are enhanced.

[Fulcrum Partners LLC Managing Director Tom Chisholm](#) (Chicago, IL), also a competitive triathlete, explains, "We are proud to partner with Jordan, raising awareness about this important goal, especially this week, October 7-12, when Specialized Bicycle Components is showing its corporate commitment, matching all donations dollar for dollar, up through the first \$30,000 raised."

Fulcrum Partners features Jordan's inspirational story at: www.fulcrumpartnersllc.com/inspire.

World Bicycle Relief is a 501(c)(3) organization dedicated to providing people in need with access to independence and livelihood through The Power of Bicycles®.

About Fulcrum Partners LLC:

The team members at Fulcrum Partners LLC are highly knowledgeable industry professionals with diverse skill sets, targeted experience and in-depth expertise in executive compensation and benefits consulting. Fulcrum Partners focuses on delivering an integrated approach to the design, financing and plan administration of executive benefits programs. Fulcrum Partners LLC is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total Rewards Strategy. Founded in Ponte Vedra Beach, Florida, in 2007, today the company has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio;

Delray Beach, Florida; Honolulu, Hawaii; Houston, Texas; Los Angeles, California; Orlando, Florida; Ponte Vedra Beach, Florida; Portland, Oregon; and Washington D.C.

Securities offered through ValMark Securities, Inc. Member FINRA, SIPC, 130 Springside Drive, Suite 300, Akron, Ohio 44333-2431, 800.765.5201 or NFP Securities, Inc., Member FINRA/SIPC and a Federally Registered Investment Advisor. Fulcrum Partners, LLC is a separate entity from ValMark Securities, Inc. and NFP Securities, Inc.

Contact:

Bruce Brownell
904.296.2563
press@fulcrumpartnersllc.com



CUTLINE: Professional Triathlete Jordan Rapp and Branding Partner Fulcrum Partners LLC share message of World Bicycle Relief.