



Bowling for a Cause: Pins 4 Pedals Strikes a Perfect Score for Local Children



Amanda Oboza
Greater Lansing Association of REALTORS®

On Sunday, October 29, local REALTORS® and community members came together for a day of fun and friendly competition at the Pins 4 Pedals bowling fundraiser and bike drive benefiting Child and Family Charities.

A long history of giving

Pins 4 Pedals is not your average fundraising event; it's a unique initiative that aims to make a difference in the lives of children and families in need. Over the years, this dynamic blend of fun and philanthropy

has made a striking impact on the Lansing community.

REALTORS® Linda Ellsworth-Moore and her husband Denny Moore, both with Coldwell Banker Realty, founded the annual fundraising event more than 16 years ago. Since then, the committee has raised close to \$500,000 and collected more than 1,200 bikes for Child and Family Charities, which "offers a full-spectrum of support to over 7,000 children, youth, and families each year in the mid-Michigan area." The organization's mission is "to strengthen and support children, families, and individuals as they evolve and grow in a changing community."

While the Pins 4 Pedals event raises money for Child and Family Charities as a whole, the bike drive is a special initiative for the foster care program. Demphna Krikorian, senior

director of development for Child and Family Charities says fundraising events like this are critical because children often come into foster care placement without anything except the clothes on their back.

"We provide everything they need as soon as possible so they lack for nothing," she said. "This includes toys, school supplies, clothing, and if possible, a bike. When we give them a bike, they feel like the world is an ok place, that somehow things are going to work out, and that somebody has their back. For some, this will be the first bike they ever owned."

Krikorian says not only are the bikes used for fun, but they are also used as transportation to school and work for older children and young adults.

"It's people like Denny and Linda Ellsworth-Moore who

help change the lives of those most vulnerable in our local communities," she said. "We are especially grateful for them and for those who support Pins 4 Pedals."

A few fun additions

This year's event, held at Royal Scot Golf & Bowl, was truly exceptional with a few exciting "firsts."

"We were so excited to have some of the foster care children and foster parents in attendance," said Ellsworth-Moore. "Their presence added a magical touch to the event. Not only was it special to see their faces light up when they received their bikes but having them there in person also reminded us all why this event is so important."

For many Lansing area REALTORS®, giving back isn't just a philanthropic endeavor;

it's an integral part of fostering vibrant, thriving neighborhoods, and Ellsworth-Moore is a testament to that belief. In addition to the bike drive, she and her husband coordinate an annual Christmas toy drive for Child and Family Charities. This year, about 200 toys were donated by the three area Coldwell Banker Realty offices.

While the Pins 4 Pedals organization fills requests all year long, Julie Thomasma, chief executive officer of Child and Family Charities, says their work is especially important this time of year.

"Child and Family Charities extends our heartfelt thanks to Pins 4 Pedals for helping us support local children and youth in need," she said. "During the holiday season their efforts are bringing joy and smiles to so many families."

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