

## SitRelief Shorts Supports Journey to Change Rider

**Irvine, CA, July 8, 2011.** SitRelief Shorts announced the support of Linda Patterson on her Journey to Change, a 7000 mile solo ride around the US which she starts July 15, 2011. Her ride will raise support for Big Brothers Big Sisters Metro Milwaukee.



“We are pleased to join Harley Davidson as a supporter of Linda on her dramatic ride. We are impressed with her personal story and courage” said Joe Bollert, PhD, Cofounder of SitRelief Shorts. “Long distance motorcycle riders have been using our product and report significantly increased comfort on long rides. Less pain and discomfort means more attention to the road and improved safety and we want Linda to have every advantage during her challenging ride”.

You can read about Linda at <http://journeytochange.me> and [http://www.harley-davidson.com/en\\_US/Content/Pages/women-riders/women-riders-stories.html?locale=en\\_US&bmLocale=en\\_US#loc=detail/photo/14359073/1](http://www.harley-davidson.com/en_US/Content/Pages/women-riders/women-riders-stories.html?locale=en_US&bmLocale=en_US#loc=detail/photo/14359073/1)



Previous comments from motorcycle riders using SitRelief Shorts include:

*"Just finished the Alcan5000 and used these shorts to help combat a chronic tailbone issue. I rode the entire 4800 miles without any issue with my tailbone! I believe these shorts were one of the best "comfort" investments I made in preparation for this event."*

*"I just got back from a 2000 mi. motorcycle ride and these shorts really made the 8-9 hr days in the saddle much more comfortable. I tossed them in the washer and dryer when I did laundry and they laundered just fine. I consider them a part of my essential equipment now."*

*"700 miles! I found I didn't have any wear on my butt to speak of and I would recommend them to any biker who was planning to take a long ride."*

*"I used them for a 450 mi. motorcycle ride last Sunday and they worked well. These shorts could really become popular with motorcycle riders."*

*"We went on a 330 mile ride last Saturday and another 317 on Sunday and absolutely love them! I am wearing the men's shorts until you come up with the women's version. You definitely have a niche in the motorcyclist market!" [Note: women's shorts now available.]*

*"I sit a little taller in the saddle of my Harley."*



### **About SitRelief Shorts**

SitRelief Shorts, manufactured by LipoWear, LLC, is a padded undergarment developed for male and female recreational users and selected patient populations with sitting pain or discomfort. SitRelief Shorts are proudly made in the USA and available online for men and women at [www.sitreliet.com](http://www.sitreliet.com).

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