

THE BUSINESS ALBUM

Bike boosters

Geier Financial Group workers offer sustenance to 250 bicycle riders at Life Festival in Columbia

Geier Financial Group employees gave back to the local community by volunteering at the Howard Life Festival in Columbia in April. Staff members of Geier Financial assisted with the event by handling the main water stop along the bike route. During the non-competitive ride, dubbed Le Tour de Howard County, over 250 bikers visited the Marriottsville-based financial service firm's water stop, where they were greeted with friendly faces, good music and most importantly, water, Gatorade and other energy-boosting sustenance.

This is the first year in which Geier Financial Group employees have volunteered at the Howard Life Festival. Staff members became involved through their strong relationship with the Ulman Cancer Fund, a beneficiary of the event.

"It is always exciting when our employees have the opportunity to participate in such a fun and rewarding

event like the Howard Life Festival," said Melissa Jordan, client relationship manager for Geier Financial Group. "Unfortunately the majority of our society has been or will be touched in some way by cancer. We are proud to support and align ourselves with exceptional organizations like the Ulman Cancer Fund to give back to the community and support the overall cause to fight cancer."

The Columbia Triathlon Association Inc., in partnership with Blossoms of Hope, the Ulman Cancer Fund and the Howard County Office of Tourism, presented the TriColumbia Howard Life Festival Half Marathon, Half Marathon Relay and 5K in conjunction with the 2009 blossoming season of Howard County's 1,300 Kwanzan cherry trees. Bike riders' routes varied from the 33-kilometer (20.5 miles) Cherrybration, the 75K (46.6 miles) Spring Zinger or the 100K (62 miles) Ride Yellow tour.



Melissa Jordan, left; Cate Holland, center; and Brenda Henry, right, all employees of Geier Financial Group, take a break from their thirst-quenching duties.

PHOTOGRAPHS BY GEIER FINANCIAL GROUP



Drink in hand, a bicyclist pauses while the rider's bike gets a going-over.



Melissa Jordan of Geier Financial Group and bike rider Mike Tittsworth, a teacher at Mount Hebron High School.



Cate Holland, center, and Brenda Henry, right, both of Geier Financial, assist a thirsty bike rider with a cool drink and an encouraging smile.

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