



## [PODS of Wisconsin teams up with performing arts benefit event, UPAF Ride for the Arts](#)

*PODS of Wisconsin teams up with performing arts benefit event, UPAF Ride for the Arts sponsored by Miller Lite*

*Online PR News* â€“ 21-May-2014â€“ PODS of Wisconsin has been a proud sponsor of the popular recreational cycling event, the United Performing Arts Fund Ride for the Arts, sponsored by Miller Lite, since 2011. The event will take place on Sunday, June 1, to raise money for more than 30 performing arts organizations. The money collected by UPAF is critical to keep the general operations running, enabling the groups to continue to bring outstanding entertainment and educational outreach to the community.

PODS containers will serve as command posts called Oasis Stations that provide a safe, secure option for storing station supplies such as water, Gatorade and food along the routes of the ride for cyclists to refuel in the middle of the ride. Since PODS containers are large and highly visible, it allows the event to instruct cyclists and spectators to look for them as guides to great viewing locations.

The UPAF Ride for the Arts, sponsored by Miller Lite, is one of the nation's largest one-day recreational bike rides. Over 275,000 participants have joined in the Ride for the Arts since it began in 1981, generating more than \$8 million in funds to support 15 UPAF Member Groups and numerous smaller Affiliates. The Ride features 5, 12, 25, 40 and 66-mile routes that utilize Milwaukee's Lakefront, the Hoan Bridge, and other notable landmarks.

This is our third year partnering with the UPAF Ride for the Arts by providing our storage and logistical expertise at no charge, said John Hudson, managing partner of PODS Wisconsin. Our secure storage containers are ideal for this type of job as they eliminate the need to load and unload trucks and trailers multiple times. They also provided security and protection from the weather for the volunteers and supplies while the rides are underway.

About PODS of Wisconsin

PODS of Wisconsin is one of the largest independently-owned franchises of PODS Enterprises in the country and is the leading provider of moving and storage services to residents and businesses throughout the greater Wisconsin area.

PODS is a leader in the moving and storage industry providing both residential and commercial services in 46 U.S. states, Canada, Australia and the UK. Founded in 1998, PODS pioneered the portable moving and storage industry now preferred by many customers increasingly active and mobile lifestyles. To date, the PODS network has completed more than 500,000 long-distance moves, exceeded 2 million deliveries and has more than 145,000 PODS containers in service.

About UPAF

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United Performing Arts Funds mission is to secure community resources, promote the performing arts as a regional asset, and improve the quality of life through responsible investment in and financial support of the performing arts in Southeastern Wisconsin. Our vision is to shape a diverse, vibrant and sustainable cultural life for all. In 2013 UPAF's Annual Campaign raised more than \$11 million dollars to support the area's vibrant performing arts environment. The goal in 2014 is \$11.7 million. UPAF proudly bears Charity Navigators' highest distinction for nonprofits a four-star rating.

As an umbrella organization, UPAF supports a breadth of performing arts groups that collectively offer something for everyone through its 15 Member Groups and numerous Affiliates. More than one million people are touched each year through performances, educational outreach, special events and community partnerships.

Media Inquiries:

Consortium Media  
805-654-1564  
Denise Bean-White, ext. 111  
DBW@consortium-media.com  
Brooke Lubel, ext. 117  
Brooke@consortium-media.com

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## Media Information

Brooke Lubel

brooke@consortium-media.com

<http://>

4572 Telephone Rd

Suite 913

Ventura

CA

93003

United States