



FOR IMMEDIATE RELEASE | 6/13/19

Caroline Fienga

Interactive Media & Public Relations Specialist

440-816-6723 (office)

216-299-7727 (cell)

cfienga@swgeneral.com

How One Man's Commitment to keeping his Wife's Spirit Alive Found Him on a 4,200 Mile Cross-Country Cycling Adventure in Support of Southwest General's Hospice Services

Middleburg Heights, OH (Thursday, June 13, 2019) – On June 14, 2019, Ron Isgro, an 81-year-old (*at the time of departure*) Berea resident, embarked on a monumental bike ride that took him a remarkable 4,200 miles across the U.S. From Anacortes, Washington, to Bar Harbor, Maine, Ron rode in remembrance of his beloved wife, Carol, who passed away in 2017 from complications of FTD (frontal temporal dementia). Just over two months later, on Aug. 19, 2019, Ron officially finished his journey.

"A Penny for Your Thoughts" Campaign

In the last days of Carol's life, the Isgro family turned to Southwest General's Hospice Services to provide her with comfort and care.

"The compassion and dedication the caregivers showed my wife and our family was tremendous," said Ron. "I am honored to say that all the proceeds from my journey will benefit Hospice Services of Southwest General."

Through the campaign, individuals were asked to donate a penny or more for each mile that Ron rode, with a goal of raising \$10,000. Ron's story inspired so many that not only did he raise the \$10,000 but also exceeded it by more than \$5,000!

Our many thanks to everyone who made a donation on behalf of Ron's mission. Your gifts have helped to make a lasting difference for the patients and families we serve.

About Southwest General

Southwest General is a private, not-for-profit, 352-bed acute care facility located in Middleburg Heights, Ohio. Founded in 1920, Southwest General is home to nationally recognized physicians with full access to state-of-the-art technology. Southwest General has a deep commitment to providing personalized care and building a healthy future for the patients, families and communities it serves. For more information, visit swgeneral.com or find Southwest General on Facebook, Twitter and Instagram.

###