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Subject: Ferris Staff Member Hits the Road to Show 'Ferris Cares'
Date: 06/12/2009 02:53 PM
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Included below is a press release regarding Troy Tissue, interim director of Admissions and Records at Ferris State University, who is challenging himself, and the campus community, through the National 24-Hour Challenge cycling event June 20 in Barry County's Middleville. More information is available by contacting Leah Nixon, assistant director of News Services.

For Immediate Release
June 12, 2009

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Ferris Staff Member Hits the Road to Show 'Ferris Cares'

BIG RAPIDS – Troy Tissue has always led an active life. So, it's no surprise the interim director of Admissions and Records at Ferris State University is challenging himself, and the campus community, through the National 24-Hour Challenge cycling event June 20 in Barry County's Middleville.

While the former Navyman will be challenging himself by attempting to cycle 200 miles in 24 hours, the campus community is challenged with helping students. Tissue is using his challenge as a means to help raise scholarship funds to benefit students severely affected by the difficult circumstances of the economy.

He has designated all contributions from the 24-Hour Challenge to benefit the "Ferris Cares" Scholarship.

The "Ferris Cares" Scholarship was created this spring to meet the needs of students faced with the possibility of not attending college, or not returning to school, due to unforeseen financial difficulties impacting their families, said Dan Burcham, acting vice president for Academic Affairs and vice president for Student Affairs. The need-based scholarship is designed to bridge the gap between accessibility and affordability.

"Ferris Cares" is partner to a broader initiative and was a response to The Ferris Foundation's effort called *Opportunity@125*. The Foundation's initiative will mark Ferris' upcoming 125th anniversary celebration with the objective of raising at least \$250,000 to be distributed as scholarships during the 2009-10 academic year. The Ferris Foundation is the fundraising arm of the university and manages gifts contributed by independent donors for the benefit of Ferris.

Tissue is asking his supporters to pledge a per-mile contribution for his quest to reach 200 miles cycled during one 24-hour period. The donation amount is up to the contributor – whether it's 20 cents or \$1 per mile.

“I only marked 115 miles in 1990 when I last competed in the 24-Hour Challenge, so this is a personal challenge,” he said. “The other aspect of doing this ties into the pledging component of the challenge and giving people an opportunity to support the ‘Ferris Cares’ Scholarship.

“By challenging ourselves, we in turn are helping current and prospective Ferris students. It motivates me to ride for the students and hopefully my efforts will motivate others to support ‘Ferris Cares.’”

The 24-Hour Challenge began in 1983 with 18 riders. Now, it has become the largest event of its kind in the United States. Each year, riders from more than 20 states participate. Since its inception, cyclists have entered from 45 of the 50 states, as well as Australia, Canada, Denmark, England, France, New Zealand and Sweden.

Visit www.troytissue.com for information on how to contribute to his venture. For more information, or to make a gift to “Ferris Cares” or *Opportunity@125*, please contact The Ferris Foundation at (231) 591-2365 or visit www.ferris.edu/foundation. Details about establishing scholarships or endowments may be obtained from the Advancement Office at (231) 591-3825.

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