



For Immediate Release
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American Portfolios Financial Services a Driving Force in 2011 Face of America Bike Ride

HOLBROOK, N.Y. (April 29) — Riders on Team American Portfolios and its subsidiary teams proved to be a driving force in the 2011 World T.E.A.M. Sports Face of America Bike Ride, which took place from April 15-17. The riders who participated in the 110-mile ride from Washington, D.C., to Gettysburg, Pa., are a tribute to the true American spirit—coming together to conquer adversity and recognize the sacrifices of our nation's servicemen and women. With a limit of 500 riders taking part in this year's ride, American Portfolios was proud to have the reigning number of 53 participants make the two-day adventure through the pouring rain.

As the largest fundraising event for World T.E.A.M. Sports, a non-profit organization aimed at changing the way the world perceives those with disabilities through sport, the Face of America ride is integral to providing challenged athletes with opportunities that otherwise might not exist. Team American Portfolios—the largest fundraising team by nearly \$20,000—far surpassed its goal of \$60,000, raising \$67,518.

American Portfolios CEO Lon T. Dolber—who also serves as a board member for World T.E.A.M. Sports—was particularly enthused by this year's turnout. "It's always rewarding for me to see employees, advisors, friends and family join together for an event that means so much to so many people. It's even more gratifying to hear the reactions after an event from those I've convinced to be a part of the Face of America Bike Ride, or any other World T.E.A.M. Sports event for that matter. It's a humbling experience that levels the playing field among all athletes—able-bodied and disabled alike. Almost always the response is that they got more from the event than what they gave. I couldn't be more proud of the monetary, emotional and physical contributions provided by Team American Portfolios."

The bike ride affords disabled veterans the chance to come together with those actively serving in the armed forces to complete a ride that is both challenging and inspiring. For many participants, both able-bodied and disabled, the ride stands as a symbol of so much more—the realization that nothing in life can stop those determined to conquer even the most daunting of feats. Most come away with a renewed appreciation for the spirit of life, having been touched in a profound emotional way by the efforts of both riders and supporters. For many others, the ride is something more; it is a life-changing, personally powerful event.

Said American Portfolios Affiliated colleague Frank Ocello, who participated in the Face of America Bike Ride for the first time, "It was an honor and a privilege to ride for such a worthy cause. My 14-year-old son joined me and it provided me with an opportunity to offer him some life perspective and the personal commitment that goes into doing something like a 110-mile bike ride—particularly for the wounded servicemen and women coming back from the wars in Iraq and Afghanistan."

Until next year's Face of America Bike Ride, members of Team American Portfolios will hold close the memories gained during the unforgettable journey, and look forward to the next World T.E.A.M. Sports event—the Adventure T.E.A.M. Challenge in June 2011, which pairs able-bodied coaches with mentally and physically impaired students to allow them the chance to experience some of life's simplest pleasures.

About American Portfolios

Headquartered in Holbrook, N.Y., APFS is a full-service independent broker/dealer offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its subsidiary company, American Portfolios Advisors, Inc., (APA), an SEC registered investment advisor. Full-service securities brokerage is available through its clearing firm relationship with Pershing, LLC, the securities of which are held on a fully disclosed basis. The company currently serves more than 662 independent investment professionals located in 362 branch locations throughout the nation.