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### **Pedal Pushers cycle for Cauvery Calling**

*Ex-Army Personnel also a part of the cycle rally*

**30 November 2019, Salem:** Pedal Pushers, a group of cyclists are on a bicycle journey from Bengaluru to Coimbatore to raise awareness for Cauvery Calling, a campaign launched by Sadhguru, Founder, Isha Foundation, to revitalize river Cauvery. The group consists of 12 members including four ex-army personnel and members from various other professional backgrounds such as employees of Bharat Electronic Ltd. and engineers.

Starting their journey from Bengaluru, the cyclists reached Salem today and are leaving tonight to reach Isha Yoga Center, Coimbatore, tomorrow. The group has covered a total distance of 350 km, starting in Bengaluru and journeying through various districts such as Hosur, Krishnagiri, Dharmapuri, Salem, Thirupur and Coimbatore.

Pedal Pushers is a socially conscious cycling group that often promotes social campaigns in public interest. Their novel approach towards promoting the causes they choose draws curiosity wherever they go. The group promotes cycling for its health benefits and its impact on the environment.

Geared in bright attire and cycling helmets, Pedal Pushers use placards, pamphlets and brochures to educate the masses about their causes. Creating mass awareness about Cauvery Calling is their latest venture.

### **Cauvery Calling**

Sadhguru, Founder, Isha Foundation, launched the Cauvery Calling movement to revitalize river Cauvery which has shrunk over 40% in the last seven decades. Cauvery Calling is a first of its kind campaign, setting the standard for how India's rivers – the country's lifelines – can be revitalized. It will initiate the revitalization of Cauvery River and transform the lives of 84 million people.

**If you would like to know more about this, please write to [mediarelations@ishafoundation.org](mailto:mediarelations@ishafoundation.org).**