

The BACC- Children's Lightning Wheels Sports Team



The BACC is here to make Belgian-American ventures successful. For entrepreneurs. Entrepreneurs are not only businessmen who write corporate success stories. Real entrepreneurs are people who make meaning, change the world and 'right what is wrong'.

The soul of the BACC is all about entrepreneurship, about 'Making Meaning'.

The BACC gives back to the community and has joined forces with the "Children's Lightning Wheels" Wheelchair Sports Team.

What is Children's Lightning Wheels?

Elke Van Hooydonk, a Belgian occupational therapist who moved to New Jersey a few years ago, and Trish Yurochko, are the key engines of the "Children's Lightning Wheels" Wheelchair Sports Team. Since 1981, Lightning Wheels has achieved great successes both as a team at the Junior National Wheelchair (one of the best teams in the US) and on an individual level. In 2003, the Lightning Wheels embraced athletes whose disability does not require the use of a wheelchair. These athletes may use walkers, crutches, wear braces or have motor planning difficulties. Many of the past and present members of the team are national record holders in track and field and swimming. The team also has been represented at several international competitions including the 1996, 2000, 2004 and 2008 Paralympics.

Though not all children will set records or compete on a national or international level, they benefit from being part of a team and the friendship and self-esteem that it brings. Through sports, and participation in athletics, Lightning Wheels builds confidence in young people that will greatly contribute to their ability to meet life's challenges. The BACC, together with Elke and Trish and the entire Lightning Wheels Team, use the 'Power of Sports' to give back to these unique children, all top talents and athletes in their field.

The BACC is committed to nurturing the spirit of Lightning Wheels in every way possible.



More than just a joint venture...

Next to dedicated strong corporate support, the Lightning Wheels Team is fully supported by 3 top entrepreneurs in heart and soul: Professor Carlotte Kiekens, Belgian wheelchair triathlete and Ironman Marc Herremans, and Baron Eddy Merckx.

- **Professor Carlotte Kiekens** is Head of the Physical Medicine and Revalidation Department at the largest Belgian medical institution, the University Hospital Leuven, Belgium.

Carlotte is a world-known specialist and prolific speaker in the field of revalidation and ... and has written many papers on the topic. Carlotte, married to wheelchair athlete Bernard Hertz, is mother of 2 and is the driver behind many organisations supporting the development of life skills and personal enhancement for all physically challenged children (such as visual impairment, stroke, cerebral palsy, paraplegia, arthritis, amputation, multiple sclerosis, cystic fibrosis, cancer, traumatic head injury and many others).

- **Marc Herremans** is a Belgian professional triathlete with an amazing life story. In 2001, Marc ended 6th in the Ironman of Hawaiï, the toughest triathlon in the world. Every single dream of winning the Ironman was crushed when Marc, during a bike training in 2002 fell with his bike. Marc was diagnosed paralyzed for life, forcing him to live in a wheelchair ever since. Marc refused to be discouraged and started training for the Ironman of Hawaii, this time as a wheelchair athlete. That's how he earned his nickname, "Mad Max", as he never gives up hope and always tries to push his limits to the furthest possible.

In 2002, while being elected the Belgian sports personality of the year, Marc participated in the Hawaii Ironman of Hawaii in 2002, only 10 months after his accident. In 2006, Marc achieved the impossible, being the first wheelchair athlete to arrive at the finish of the Ironman of Hawaii. In 2003, Marc started his "To Walk Again" foundation, supporting other disabled people, while building a sports centre for disabled people, and investing in bone marrow research.

- **Baron Eddy Merckx** needs little introduction. French magazine Vélo called him "the most accomplished rider that cycling has ever known." The American publication, VeloNews, called him the greatest and most successful cyclist of all time. He won the Tour de France 5 times, won all the classics, won the Giro d'Italia 5 times and the Spanish Vuelta, won the world championship both as an amateur and a professional, and broke the world hour record. Eddy 'The Cannibal' Merckx is an icon of our sport equal to the likes of Muhammad Ali, Michael Jordan or Pelé. Nice statistic: Merckx entered 1582 road races and won 525, that is a winning rate of 35%. This type of domination has never been seen before or since his time in the peloton. These stats are obviously impressive but no stat can summarize Merckx' psychological dominance over the peloton.

After his cycling career, Merckx turned his ambitions towards entrepreneurship and decided to build bikes the way he wanted them to ride. Merckx established his frame building business, EMX, in Belgium where he still lives.

Eddy Merckx Bicycles has donated a top racing bike that will be auctioned at the BACC Entrepreneurship Awards on 14 November 2009 at the W Hotel in New York City. All proceeds will go to the Lightning Wheels Children Sports Team.

For more information on Lightning Wheels, or on how you can Make Meaning as a supporter of the Lightning Wheels Team, please contact us on info@belcham.org or Trisha Yurochko 150 New Providence Rd, Mountainside, NJ 07092 (tel 908-301-5424).

All gifts, by check only, should be made payable to 'Children's Lightning Wheels' and sent to Trisha Yurochko, 150 New Providence Rd, Mountainside, NJ 07092