

Rochester Attorney Participating in AIDS Red Ribbon Ride, Will Bike 5,000th Mile in Memory of Brother

Tully Rinckey PLLC Partner Peter J. Pullano Embarks on 420-Mile Ride with Firm's Support
August 20, 2014 – Rochester, N.Y. –

Aiming to break the 5,000-mile mark of cumulative miles he has ridden over the past 10 years in memory of his brother who died of AIDS, long-time Rochester criminal defense attorney Peter J. Pullano today participated in the 2014 AIDS Red Ribbon Ride.

Over five days, Mr. Pullano, a partner at Tully Rinckey PLLC, will bike 420 miles through the nine-county Finger Lakes region to raise funds for Trillium Health in Rochester – a medical care, support and services organization for those with HIV/AIDS.

Since 2004, Mr. Pullano has been participating in fundraising bike rides throughout New York State. With last year's AIDS Red Ribbon Ride, he surpassed the \$50,000-mark for funds raised for AIDS charities. Prior to the start of today's ride, he had ridden

approximately 4,700 miles to raise money for AIDS-related charities, meaning his new mileage total will surpass 5,000 miles during the 2014 Red Ribbon Ride on Sunday. All AIDS Red Ribbon Ride funds go to Trillium Health, which provides AIDS medical care and support services and prevention programs. The 2014 Red Ribbon Ride began at the Trillium offices at 259 Monroe Ave. and ends at Genesee Valley Park. Tully Rinckey PLLC has pledged to sponsor Mr. Pullano's participation in the AIDS Red Ribbon Ride, using funds generated through the firm's Friday dress down option, dubbed "Jeans and Sneakers." Under this initiative, employees are allowed to wear jeans and sneakers to the office on Fridays in exchange for a \$1 donation for each apparel item. The firm matches these employee donations dollar-for-dollar. Over the past four years, the "Jeans and Sneakers" initiative has driven more than \$15,000 in donations to dozens of employee-nominated organizations, such as Western New York Heroes in Williamsville, the Roswell Park Cancer Institute in Buffalo, City Mission of Schenectady, the Albany Housing Coalition, Trillium Health in Rochester, and Helping Hounds Dog Rescue in Syracuse. Mr. Pullano has practiced criminal defense in the Rochester area for 27 years. His brother, Patrick, died from AIDS in 1991. From 1997 to 2006, Mr. Pullano also served on the board of directors of AIDS Rochester, Inc. Mr. Pullano has previously participated in the 560-mile Empire State AIDS Ride from Niagara Falls to New York City. To speak with Peter Pullano, or for more information, please contact Stephen Felano at (585) 492-4700 or at sfelano@1888law4life.com