



FOR IMMEDIATE RELEASE

BALTIMORE – September 6, 2019

**Transamerica Sponsors CycleNation Fundraiser in Denver
Supporting American Heart Association**

Transamerica announced today that the company is sponsoring and collectively raising contributions for the American Heart Association by participating in a CycleNation event in the Mile High City. Denver CycleNation will be held in the Tivoli Quad on the Auraria Campus on Saturday, September 7, beginning at 2:30 p.m. MT. Transamerica is a signature sponsor for the event.

CycleNation is a fundraiser and awareness event for the American Heart Association/American Stroke Association. It promotes brain and heart health through stationary, road and spin biking events that raise money for life-saving stroke and heart disease research. A one-of-a-kind cycling experience, CycleNation features enthusiastic spin instructors, a DJ and inspiring stories from heart attack and stroke survivors. At the Denver event, more than 100 teams will ride on stationary bikes collectively for two hours. Ride times will be split into two sessions, with festivities ending at 8 p.m. MT.

Participants representing Transamerica will have a large presence at the event, with 25 teams and over 100 participants enrolled in the 2019 Denver CycleNation. Transamerica employees raised more than \$50,000 for the American Heart Association leading up to the event.

“At Transamerica, we focus on the important connection between physical and financial well-being. We refer to this as Wealth + HealthSM. CycleNation allows us to raise funds for a worthy cause through a healthy and fun activity, while also providing employees a way to advance important initiatives in our communities,” said Frank Sottosanti, Chief Marketing Officer at Transamerica and board member of the Denver chapter of the American Heart Association. “Transamerica employees continue to embody Wealth + Health in our day-to-day lives.”

To learn more about Transamerica’s commitment to Wealth + Health, visit www.transamerica.com.

About Transamerica

With a history that dates back more than 100 years, Transamerica is recognized as a leading provider of life insurance, retirement and investment solutions, serving millions of customers throughout the United States. Recognizing the necessity of health and wellness during peak working life, Transamerica’s dedicated professionals work to help people take the steps necessary to live better today so they can worry less about tomorrow. Transamerica serves nearly every customer segment, providing a broad range of quality life insurance and investment products, individual and group pension plans, as well as asset management services. In 2018, Transamerica fulfilled its promises to customers, paying more than \$42.6 billion in insurance, retirement, and annuity claims and benefits, including return of annuity premiums paid by the customer. Transamerica’s corporate headquarters is located in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa. Transamerica is part of the Aegon group of companies. Based in the Netherlands, Aegon is one of the world’s largest providers of life insurance, pension solutions and asset management products, operating in more than 20 markets worldwide. For the full year of 2018, Aegon managed \$920 billion in revenue generating investments. For more information, please visit www.transamerica.com.

Media inquiries:

Media.Relations@transamerica.com

Hank Williams



(319) 355-7789

Email: hank.williams@transamerica.com

Julie Quinlan

(303) 383-5923

julie.quinlan@transamerica.com

130976

(09/19)