



**FOR IMMEDIATE RELEASE**

BALTIMORE – June 11, 2019

**Transamerica Supports American Heart Association,  
Hosts CycleNation Fundraiser in Cedar Rapids**

Transamerica today announced that the company is supporting and collectively raising contributions to the American Heart Association by hosting a CycleNation event for Transamerica employees at its Cedar Rapids campus. The event will be held Thursday, June 13, beginning at 2:00 PM CT.

CycleNation is an American Heart Association/American Stroke Association fundraiser and awareness campaign that promotes brain and heart health through stationary, road, and spin biking events that fund life-saving research.

During the event, teams of four to eight participants will ride on stationary bikes collectively for two hours to raise funds to fund life-saving stroke and heart disease research. The high-energy fundraiser will be hosted at Transamerica and will include a DJ and festivities to entertain and motivate participants and supporters.

Fifty teams and close to 300 participants have enrolled in the CycleNation event hosted by Transamerica and have raised more than \$16,000 through the event.

“At Transamerica, we believe there is a vital connection between wealth and health. Community efforts like the CycleNation event allows us to highlight the importance of this connection while raising funds for a worthy cause through fun and healthy activities,” said Jim Beardsworth, Transamerica Senior Vice President and Head of Corporate Development. “Our employees have enthusiastically responded to help the community.”

To learn more about Transamerica’s commitment to Wealth + Health, visit [www.transamerica.com](http://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](http://www.transamerica.com).

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