



FOR IMMEDIATE RELEASE:  
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## **BIKER COMMUNITY KICKS OFF A SUMMER OF FUNDRAISING FOR BREAST CANCER**

### ***ANNOUNCING SIGNATURE SPONSORSHIP WITH HARLEY-DAVIDSON OF ATLANTA***

**ATLANTA – Bikers Battling Breast Cancer (BBBC) ([www.bikersbattlingbreastcancer.org](http://www.bikersbattlingbreastcancer.org))**, a 501(c)(3) non-profit organization dedicated to raising funding for and awareness of breast cancer in the motorcycle community, has released its schedule of 2009 fundraising events. Now in its fourth year of operation, **Bikers Battling Breast Cancer** has set a goal to exceed 2008's \$54,000 fundraising benchmark, which made it the single largest supporter of its flagship beneficiary, the Atlanta 2-Day Walk for Breast Cancer. **BBBC** is also proud to announce that Harley-Davidson of Atlanta has signed on as its Signature Sponsor for 2009. A portion of the proceeds from the sale of each motorcycle in 2009 will be donated to the charity.

**"I am so proud to be able to reflect the biker community's true spirit of generosity and selflessness through these events,"** said Lisa Herman, founder of **Bikers Battling Breast Cancer**. **"If these events can convince one woman to have a mammogram who would not have otherwise, then we've done our job."**

**BBBC** is expanding its list of beneficiary organizations this year to include Tanner Medical Foundation and BRA (Bikers Riding For Awareness, Inc.). The mission of BRA is to educate young women about the importance of early breast cancer detection while empowering them to take control of their bodies, their health and their lives. Funds raised at the events will also go to support **BBBC's** continuing commitment to It's The Journey, Inc., producers of the Atlanta 2-Day Walk, an organization that offers support to a wide variety of reputable and innovative breast cancer research and service programs.

#### ***Bikers Battling Breast Cancer's 2009 events include:***

- **June 14 – BOOBAPALOOZA ~ Celebrating Women and Those Who Love Them:** Education and Observation! Tom's Place in Cartersville is the place for a Ladies Bike Show (with a special class for men) along with our 3<sup>rd</sup> Annual Leather & Lace Fashion Show, demonstrations, silent auction and MORE! Sponsors include Harley-Davidson of Atlanta, Full Throttle Magazine, Lawbike.com and LiviRae Lingerie.
- **July 25<sup>th</sup>-26<sup>th</sup> – 4<sup>th</sup> Annual Bikers for Boobs ~ They Raise Awareness:** BBBC's signature event, fun and philanthropy in West Georgia capped off with a poker run from Harley-Davidson of Atlanta in Lithia Springs to the VFW Post 7404 in Carrollton with great stops along the way! Sponsors include Harley-Davidson of Atlanta, Full Throttle Magazine and Lawbike.com.
- **October 31 – BoooooooB Ball**  
Costume event to be held at The Mansion in Carrollton. More details to follow.

Riders, motorcycle enthusiasts and breast cancer survivors and their supporters can visit [www.bikersbattlingbreastcancer.org](http://www.bikersbattlingbreastcancer.org) for event registration information. *Full event details follow on attached page.*

**"Bikers Battling Breast Cancer was started out of a desire to do something tangible to help the women I know battling this disease,"** said Herman. **"I wanted to rally my biker friends, the most giving people I know, behind this cause for which I have such passion. The result has surpassed my wildest expectations!"**



In 2006, Herman decided to organize a few friends for a "poker run" to meet her initial goal of raising \$1,000 for the Atlanta 2-Day Walk. Her idea was met with such tremendous support in the Atlanta biker community that she ended up with 324 bikers and raised \$16,500. The 2007 and 2008 events brought an average of 700 riders from 69 different cities across the State of Georgia alone and included riders from 7 different states. Today Herman's personal mission to battle breast cancer has evolved into a full-fledged 501(c)(3) non-profit organization which hosts multiple annual fundraising events attracting hundreds of motorcycle enthusiasts from around the southeast.

**For more information, please contact Lisa Herman at 678-378-5653 or via email at [admin@bikersbattlingbreastcancer.org](mailto:admin@bikersbattlingbreastcancer.org).**

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## **2009 Detailed Schedule of Events**

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### **BIKERS FOR BOOBS ~ THEY RAISE AWARENESS**

*This action-packed weekend is Bikers Battling Breast Cancer's signature event.*

#### **BIKES & BEAUTIES: Saturday, July 25<sup>th</sup>**

Harley-Davidson of Atlanta, 10AM-5PM

**Bikers Battling Breast Cancer** will be hanging out at Harley-Davidson of Atlanta's ([www.hdatlanta.com](http://www.hdatlanta.com)) Bikes & Beauties event to help crown Ms. Harley-Davidson of Atlanta 2009! Register for the Bikers For Boobs poker run. Enter your bike in the show and win a spot on the 2010 Harley-Davidson of Atlanta Bikes & Beauties calendar.

#### **POKER RUN: Sunday, July 26<sup>th</sup>**

\$30 passenger/\$20 rider

First 500 registrants receive an event t-shirt, goody bag and helmet sticker

This all day event caps off the *Bikers for Boobs* weekend. Festivities begin at 11AM at Harley-Davidson of Atlanta with Registration, Survivor Recognition and the Blessing of the Bikes. The ride departs at noon with stops at Fat Cats in Austell, Buffalo Wild Wings in Hiram, the American Legion in Douglasville, and The Watering Hole in Villa Rica before ending at 4:00PM at the VFW Post 7404 in Carrollton for the Bikers For Boobs EXPO including live music with GRIP, a vendor village, food, silent and live auctions and MORE. We hope you will Come Along For The Ride. Benefits Bikers Battling Breast Cancer, Inc., BRA (Bikers Riding For Awareness, Inc.), Tanner Medical Foundation and the Atlanta 2-Day Walk for Breast Cancer.

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## **BOOBAPALOOZA ~ CELEBRATING WOMEN AND THOSE WHO LOVE THEM**

**Sunday, June 14**

**Tom's Place, Cartersville, 1PM**

**EDUCATION AND OBSERVATION!** That's what we are calling this event. Join us at Tom's Place in Cartersville for our Ladies Bike Show (with a special class for men) (**observation**). Registration is from 1PM-3PM and is \$20 per bike. Trophies will be awarded at 5PM. The lady winning the Judge's Choice 1<sup>st</sup> Place Trophy will automatically gain a spot for her bike in the 2010 Harley-Davidson of Atlanta Bikes & Beauties calendar. Meet our Ms. 1-in-8, Beth Barrett (**education**) and see the unveiling of our 2009 Biker Beth painting, the newest addition to our Bikers Battling Breast Cancer Biker Babe Brigade and our 2009 Pink Planet helmet, both pieces specially designed by artist, tia lynn (**observation**). At 3PM the owners of LiviRae Lingerie in Kennesaw will take over the stage and begin with an actual bra fitting (**education AND observation**) and then conclude with our 3<sup>rd</sup> Annual Leather & Lace Fashion Show



**(observation).** Education portions will also include demonstrations on how to correctly pick up a downed motorcycle as well as how to remove a full-face helmet from a crash victim. The Carla Tatum Band will rock the deck at Tom's with live music all afternoon. Vendors, a silent auction, door prizes, and more round out the activities. Come join us for Education and Observation day at Boobapalooza benefiting Bikers Battling Breast Cancer, Inc., BRA (Bikers Riding For Awareness, Inc.), Tanner Medical Foundation and the Atlanta 2-Day Walk for Breast Cancer.

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This year's sponsors include Harley-Davidson of Atlanta, Southland's *Full Throttle* Magazine, Lawbike.com, Atlanta Beverage, Tanner Internal Medicine of Carrollton, Pirate Printing, LiviRae Lingerie, Kick Cancer's Butt, Inc. and Southern Steel Cycles.

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