



THE Helping Hand

Ride for Kids®

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Motorcyclists raise \$4.5 million for PBTF in 2010; Ride for Kids® looks ahead to 2011

The motorcycling community continued to give generously in 2010, defying the economic downturn by contributing more than \$4.5 million for the Pediatric Brain Tumor Foundation® (PBTF).

The total includes funds turned in at Ride for Kids® events, as well as corporate and local sponsorships, contributions to the Honda Guardian Dealer program, and donated goods and services.

The Ride for Kids® program has raised \$54 million for pediatric brain tumor research and family support programs since 1984. Including these funds, the PBTF's overall fundraising total exceeds \$61 million.

"Times are tough, but try telling that to a motorcyclist who wants to help a sick child," said Ride for Kids® National Director Kyle Clack. "Every dollar raised makes a difference in the life of a child with a brain tumor. Thanks to our supporters, the PBTF is able to meet its medical research grant funding commitments and offer new resources for patient families."

Ride for Kids® expanded to 40 cities in 2010, and will be in those same cities in 2011. A few changes are in store: Rides in South Florida and Philadelphia have new start points, and the Houston, Los Angeles, Kansas City and Knoxville events have moved weekends. The 2011 schedule is on page 15, and full details are online at rideforkids.org.

Looking back at the 2010 season, we're happy to report gains at many Ride for Kids® events. Recaps from July to November start below and continue on page 9.

South Bend steps up

July 11 was a beautiful day in South Bend, Ind., as over 350 motorcyclists, fundraisers, volunteers and families turned out for the eighth annual Ride for Kids®. The event raised \$71,866 for the PBTF.

Participants enjoyed a 90-minute ride through the rural Indiana countryside, and then gathered at Pinhook Park for lunch and the Celebration of Life ceremony, which was attended by nine local brain tumor survivors.

Katrina, the mother of 6-year-old Carrie, told the riders that their support goes a long way. "This disease tears families apart," she said. "Thank you so much for all you do to help us."

Top fundraisers

Individuals: E.J. & Georgia Ford, \$17,005

Club/chapter: GWRRA IN-R2, \$21,045

Motorcycle business: B&E Honda, \$21,075



Task Force Leader Bobby Newman proudly escorts a South Bend star.

Above & beyond in Chicagoland

When all was said and done at the 22nd annual Chicagoland Ride for Kids on July 18, temperatures had exceeded 90 degrees and generosity had exceeded all expectations. More than 1,000 motorcyclists and supporters converged on Elgin Community College, bringing \$253,165 for the PBTF.

The ride toured the countryside northwest of Chicago, then returned for the Celebration of Life gathering.

Among the honored guests for the day's festivities were 16 young brain tumor survivors, including PBTF college scholarship recipients Kylie and Melanie. Younger children such as Rosie, 5, and Joshua, 15, also thanked the crowd for their continued support.



Ride for Kids® welcomes all makes and models of street-legal motorcycles, including this Chicagoland participant.

Top fundraisers

Individuals: Stacia & Steve Skinner, \$37,560

Club/chapter: Wings Over the Prairie, \$37,752

Motorcycle business: Nielsen Enterprises, \$73,973

(Continued on page 9)

About Us

The Pediatric Brain Tumor Foundation is a 501 (c)(3) nonprofit organization that seeks to find the cause of and cure for childhood brain tumors.

We fund medical research, increase public awareness of the disease, promote early detection and treatment, and offer family support programs.

Federal employees may make donations to the PBTF using CFC #10190. Charity Navigator, the leading guide to charitable giving, has awarded the PBTF its highest possible rating of four stars.



The Helping Hand

Would you like to receive our email press releases and updates? Have an address change?

info@rideforkids.org

800-253-6530

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—From the Director's Chair

Best of times, worst of times

Our journey to create a world without childhood brain tumors has now completed 27 years. The past two have been especially challenging, but I can't help feeling that the harder things get, the harder good people work to make good things happen.

"When the going gets tough, the tough turn pro."

Even though all of you are volunteers, the kind of work being done would make any professional event organizer smile. In fact, despite the challenges of the past year, the Ride for Kids® program managed to be within 3 percent of last year's results. This truly is a tribute to the dedication and hard work of everyone who has committed themselves to serving the children and families who have been affected by this disease.

And yet, this year we suffered some painful losses: many young stars lost their brave fights, reminding each of us that we can't lose our focus or slow our pace. It was the worst of times for the families of those children. They are counting on us to build a world where brain tumors won't force parents to say goodbye to their children at such an early age.

As we prepare for 2011 I want to thank you all for the extra work, the extra visits and all the extra ways you found to increase awareness and raise funds to support the programs that will make the difference. I know that the day will come when we will see more of our stars return to their Ride for Kids® events, where more of them will go to college, and more parents will watch proudly as their children take their places in society. Those will truly be the best of times, and together we can make that happen.

Please join us at one of the 40 Ride for Kids® events in 2011 (schedule on page 15), and be sure to bring a friend with you. It will be the best of times, and you will help change the world just by riding your motorcycle.



Kyle Clack

Kyle Clack
National Director, Ride for Kids®

Honda's Moto2 effort benefits Ride for Kids®

The Honda Riders Club of America has been the presenting sponsor of the PBTF's Ride for Kids® program since 1991, and American Honda furthered its commitment to the cause earlier this year by placing the Ride for Kids® logo on its the 2010 Indy GP Moto2 bike, leathers and uniforms.

The livery also featured team manager Kevin Schwantz's retired number, 34, and the initials "M.T.," a tribute to Ride for Kids® co-founder Mike Traynor, who passed away in 2009.

Honda's wildcard entry team, which included rider Roger Lee Hayden, enabled the manufacturer to showcase its patriotic red, white and blue Moriwaki MD600 while raising worldwide awareness about childhood brain tumors.

Honda built on the Moto2 excitement by producing replica team T-shirts and hats to benefit the PBTF. In addition, the company donated a set of race leathers autographed by Hayden. The suit recently sold at eBay auction for \$3,050.

The custom-made leathers, which were originally donated by Alpinestars, are now the property of winning bidder Darcey Shaw of Regina, Saskatchewan.

"Although the leathers may never fit me, the money is going to an incredible cause to help kids with brain tumors," Shaw said.



Roger Lee Hayden's custom-made Moto2 leathers raised over \$3,000 at auction.

Lap of Champions lives up to name

Over 100 riders from the U.S. and Canada experienced the "lap of a lifetime" last August, when racing legend Kevin Schwantz led the Ride for Kids® Lap of Champions during the Red Bull Indianapolis GP. Schwantz, the 1993 500cc World Champion, is a longtime crowd favorite among motorcycle enthusiasts.

Now in its third year, the parade lap at the famous Brickyard Crossing followed the final qualifying for the Red Bull Indianapolis Grand Prix race and raised \$24,000 for the Pediatric Brain Tumor Foundation®.

This year's grand drawing prize was a custom-painted Honda CBR600RR donated by Deal's Gap Motorcycle Resort, which sits on the famed twisty North Carolina-Tennessee state line stretch of U.S. 129 known as the "Tail of the Dragon."

Resort owner Brad Talbott, whose nephew is a pediatric brain tumor survivor, was more than happy to get involved. His "Dragon Slayer Sweepstakes" included a chance to win a full Indy Moto GP weekend package, including a spot in the Lap of Champions and entry into the bike drawing. His efforts paid off, making him the event's top fundraiser—and the proud owner of a new custom-made riding suit, courtesy of Aerostitch.

Bike giveaway drawing winners Ralph and Bonnie Cole of Cleveland took home the one-of-a-kind Honda, which features inspiring artwork by many childhood brain tumor survivors. And, much to the delight of its new owners, Kevin Schwantz added his autograph to the colorful graphics.



This year's Lap of Champions also featured gear giveaways from many vendors, including AGV, Cardo Scala Rider, Dainese, Dunlop Tires, Olympia Moto Sports, Sidi and Tourmaster. Among the most unusual items was a special helmet donated by Randy and Sherri Sautner of Cruise Missile Custom Cycles. The helmet was embellished with the autographs of Valentino Rossi, Jorge Lorenzo, Colin Edwards and Ben Spies and raised \$4,250 at auction.

The Lap of Champions event is made possible each year by the generosity of the Indianapolis Motor Speedway, including Director of Operations Mel Harder and his Brickyard Crossing team. Dreyer Honda, the nation's oldest Honda dealership, provided several loan bikes for the event.

The 2011 Lap of Champions is scheduled for Saturday, Aug. 27, 2011.

Winning the Good Fight

An ecstatic Geoff Myers took delivery of "The Good Fight" earlier this year at Everett Powersports (second from right in photo on left). The same weekend he rode it to the Puget Sound Ride for Kids®, where it was a big hit with our stars (right). Attracted to the "naked" styling of the bike, Myers purchased his ticket at the Seattle International Motorcycle Show. American Honda donated the 2009 Honda CBR1000RR, and master builder Roland Sands customized it with parts and service donations from several other companies. The Good Fight brought in over \$55,000 for the PBTF, bringing the annual bike drawing total to \$557,000.



Roland Sands Design boosts bike drawing

Roland Sands is the gifted motorcycle designer and fabricator who has been the creative genius behind so many of the PBTF drawing bikes. This year Sands has made way for a new builder, Gregg DesJardins (see opposite page), but the kids will always be grateful for his help.

Each year since 2006, enthusiasts have been purchasing a chance to win a one-of-a-kind bike donated by American Honda and converted into a moving work of art by Sands and his design team.

Every bike has been as individual, beautiful and inspiring as the next, yet each is distinctly different. From the 2006 "Project Brave Heart," originally a Honda 919, to 2009's "The Good Fight," a CBR1000RR, each bike reflects the passion and ingenuity of a man who is both generous and talented.

Since 2006, ticket sales for Sands' creations have generated well over \$200,000 for the PBTF.

At the unveiling of "Project Braveheart" in 2006, Sands gave onlookers a glimpse of himself as both a designer and a humanitarian.

"I've been trying to figure out how I could give back," he said. "Being able to have a motorcycle like this benefit children and the PBTF, there is really no better reason to build a motorcycle."



Ride for Kids® star Shelby (left) tries out the ConqueRR as bike builder Roland Sands (center) looks on.

New drawing bike is ‘Catalyst’ for a cure

On May 2, 2011, one lucky person will discover what it means to be a catalyst. On that day, the PBTF will draw the name of the winner of “Catalyst,” the customized Honda giveaway bike featured in the 2010-11 *Cycle World Ride for Kids®* motorcycle drawing.

The Catalyst began as a CBR1000RR, which was donated by American Honda. Then gifted designer Gregg DesJardins of Gregg’s Customs stepped in to lend his visionary and artistic talents to the project, transforming the bike into a work of art on two wheels.

DesJardins combined ideas from some of motorcycling’s most legendary machines, basing the bike’s color scheme on Freddie Spencer’s 1981 factory Honda Superbike, then adding hand-formed aluminum side panels and a front “number plate.” He also included some powder-coated Roland Sands Design wheels, RSD bar risers, and a Leo Vince slip-on silencer—something heretofore seen only on the racing bikes of the Team Jordan Suzuki AMA Pro SuperBike team.

The end result lives up to its name—and beyond.

“Catalysts precipitate change, and this bike is a catalyst to cure children’s brain tumors,” says Ride for Kids® National Director Kyle Clack. “This bike is spectacular!”

This is the 11th consecutive time that *Cycle World* and Ride for Kids® have worked together to promote the drawing. During that time, the annual fundraiser has generated over \$557,000 for the PBTF. DesJardins is excited to share his talent with such a worthy cause.

“If I have an opportunity to help sick kids, I’m happy to take it,” he says. “I couldn’t imagine having a sick child and I would like to do all I can to help ease that situation for others.”

Tickets for a chance to win Catalyst are available at the International Motorcycle Shows (see motorcycleshows.com for the full schedule) and at rideforkids.org. No purchase is necessary, but the suggested donation is \$5 for one ticket or \$20 for five.



The Catalyst made its debut at the San Mateo International Motorcycle Show on Nov. 19. It is now traveling to each of the 2010-11 IMS cities (see schedule this page) for display at the show entrance in the Welcome Center.

International Motorcycle Show Schedule

There’s an exciting lineup of amazing machines at the 2010-11 International Motorcycle Shows, coming to a city near you. And while you’re there, be sure to make a donation for a ticket to win the one-of-a-kind custom bike, which will be on display at each show. All proceeds benefit the PBTF. Go to motorcycleshows.com for show tickets and the latest tour updates.

Jan. 7-9, 2011	Novi, MI	Rock Financial Showplace
Jan. 14-16, 2011	Washington, DC	Washington Convention Center
Jan. 21-23, 2011	New York, NY	Jacob K. Javits Convention Center
Jan. 28-30, 2011	Cleveland, OH	I-X Center
Feb. 4-6, 2011	Minneapolis, MN	Minneapolis Convention Center
Feb. 11-13, 2011	Chicago, IL	Donald E. Stephens Convention Center
Feb. 25-27, 2011	Greenville, SC	Carolina First Center
March 9-12, 2011	Daytona Beach, FL	Ocean Center

PBTF names 2010-11 college scholarship award recipients

The diagnosis of a brain tumor can devastate a family's finances as well as their emotions. We began our college scholarship program in 2002 to help ease that burden. The first year we had only one applicant, but the numbers have grown steadily each year—more proof that the research we fund is leading to better outcomes for many patients.

Since then, we've offered 788 scholarships to students affected by brain tumors. The recipients of scholarships for the current academic year are listed below.

Program funding is made possible in part by *Cycle World's* Joseph C. Parkhurst Education Fund and by the Tim and Tom Gullikson Family Support Fund at the PBTF.

Scholarship applications for the 2011-12 school year are now available. Go to pbtfus.org or call 800-253-6530 to learn more.



benefiting the
PEDIATRIC
BRAIN TUMOR
FOUNDATION



Matthew A.	Pensacola Christian College	Matthew F.	Indiana Wesleyan University
Nicholas A.	Florida Gulf Coast University	Nicholas F.	McHenry County College
Amanda A.	University of Missouri-Columbia	Benjamin F.	California State University-Monterey Bay
Adam B.	Upper Iowa University	Amanda G.	St. John Fisher College
Christopher B.	Notre Dame College	Libbie G.	Saint Mary's College at Notre Dame
Kendra B.	Cloud County Community College	Annie G.	Muhlenberg College
David B.	University of Wisconsin-Superior	Eric G.	Maryland Institute College of Art
Crystal B.	Tidewater Community College	Jenna G.	University of Wisconsin-Whitewater
Tyler B.	Moraine Park Technical College	Dayna G.	Wartburg College
Kelsey B.	Northern Illinois University	Suzanne G.	Indiana University-Indianapolis
Kathryn B.	Western Washington University	Meray G.	Community College of Philadelphia
Lauren B.	Point Loma Nazarene University	Paola H.	Houston Baptist University
Kelly B.	Wittenberg University	Kay H.	Judson University
Kaitlin B.	University of Northern Iowa	Hannah H.	Tri-County Technical College
Jamison B.	Wheelock College	Karina H.	Chamberlain College of Nursing
Patricia B.	Colorado State University	Keith H.	University of Notre Dame
Hayley B.	Azusa Pacific University	Amanda H.	University of Maine at Augusta
Stefanie B.	Johns Hopkins University	Bradley H.	Drury University
Caitlin C.	Regis University	An H.	University of Massachusetts Amherst
Laura C.	Millersville University	Anthony H.	University of Washington
Chelsie C.	University of Idaho	Leighanna H.	Baylor University
Alexander C.	Benedictine University at Springfield	Wil J.	University of Kentucky
Marissa C.	Ocean County College	Hayden J.	Athens Technical College
Alissa C.	Fredonia State University	William J.	Saint Francis University
Holli C.	Utah State University	Courtney J.	California State University-Monterey Bay
Sara C.	Calvin College	Katherine K.	University of California, Berkeley
Victoria C.	Edinboro University	Zachary K.	Warren Wilson College
Kevin C.	Belmont University	Samantha K.	University of Nevada, Reno
Elizabeth C.	Cedarville University	Gabriella K.	Arizona State University
Anna C.	Case Western Reserve University	Alicia K.	University of Northern Iowa
Kelleen C.	Washington State University	John K.	University of North Florida
Chad C.	St. John's University	Audrey L.	Southeastern Louisiana University
Kristina D.	University of Florida	Tia L.	Mt. San Antonio College
Michael D.	Springfield College	Amanda L.	College of St. Joseph
Elisabeth D.	Bellarmino University	Gary L.	Bridgewater State College
Samuel D.	Calhoun Community College	Joshua L.	Anoka Technical College
Meghan D.	Rensselaer Polytechnic Institute	Devin M.	University of Colorado at Boulder
Tyesha D.	San Bernardino Valley College	Katelyn M.	The College of Saint Rose
Rachel D.	Tarleton University	Dianna M.	Massachusetts College of Pharmacy and Health Sciences
Jacob E.	Virginia Tech	Connor M.	Centre College
Mathew E.	University of New Mexico	Calvin M.	Bluegrass Community and Technical College
William F.	Texas State Technical College	Christy M.	Gonzaga University
James F.	Stanford University		
Seth F.	Bob Jones University		

Brandal M.	Baylor University	Danielle R.	Northeastern University
Jarryd M.	University of Illinois at Chicago	Britteny R.	Northern Virginia Community College
Michele M.	Pennsylvania State University	Nicholas R.	Florida State College, Jacksonville
Nicholas M.	Pennsylvania State University	Dylan R.	Mesa State College
Mandie M.	Weber State University	Caitlin R.	Hope College
Hannah M.	Cape Fear Community College	Scott R.	The University of Wisconsin-Platteville
Nora M.	Stephen F. Austin State University	Keela R.	Missouri Southern State University
Andriana M.	Florida Gulf Coast University	Daniel S.	CCBC Catonsville
Lauren M.	Towson University	Alexa S.	University of Wisconsin-Milwaukee
Caitlin M.	Ohio State University at Newark	Kathryn S.	North Central College
Aida N.	University of California, Los Angeles	Matthew S.	Ohio Northern University
Ellen O.	Anna Maria College	Gordon S.	Kenyon College
Devin O.	University of Nevada, Las Vegas	Juliana S.	Ivy Tech Community College
Sarah O.	Bridgewater State College	Dana S.	Greensboro College
Yi O.	University of Houston-Victoria	Allison S.	Christopher Newport University
Laura O.	University of Texas at San Antonio	James S.	Georgia Tech
Stanton O.	Pellissippi State Community College	Emily S.	Flagler College
Laura P.	Cabrini College	Shelby T.	Kent State University
Joseph P.	Capital University	Erik T.	Boston College
Andrey P.	Towson University	Scott T.	Boston College
Kayla P.	Nicholls State University	Samuel T.	University of Washington
Cheryl P.	East Carolina University	Lindsay T.	University of Massachusetts Lowell
Erika P.	Reinhardt College	Jerilyn V.	Biola University
Nikki P.	Glendale Community College	Carly V.	University of Missouri-Columbia
Jeremy P.	Washington University in St. Louis	Taylor W.	University of Central Missouri
Bryan P.	Estrella Mountain Community College	Bo W.	University of Pennsylvania
Joshua P.	University of Mississippi	Nathan W.	Louisiana Tech University
Julyette P.	Southwestern University	Reese W.	Saint Martin's University
Elizabeth P.	Mount St. Mary's University	Shelby W.	Tarleton State University
Avideh R.	Rhodes College	Diana W.	Spring Hill College
Jessica R.	Pellissippi State Community College	AnnaMaria W.	Appalachian State University
Emily R.	Marymount Manhattan College	Karis W.	Hardin-Simmons University
Kimberli R.	Sinclair Community College	Laura W.	Simmons College
Akeem R.	Johnson and Wales University	Amanda W.	University of New Hampshire

Hope Springs Eternal

Survivor discovers meaning by giving to those in need

Most people would have a hard time summing up their philosophy of life in only a few words. But for brain tumor survivor Lauren, it's no problem at all.

"I feel that the moral to my life story is to never forget about the people you don't know," she says.

"After I was diagnosed with my brain tumor in 2003, I realized not only how short one's life can be, but how much impact others can make through their simple care and love," Lauren explains. "Both friends and strangers gave me the love and courage to stay strong through my hospital stay and recovery time. It was then I knew that I had to take the love I had been shown and pass it on to others."

It would be a pivotal event for Lauren, guiding her to a future of service to others. Since recovering from her life-saving surgery, she has participated in dozens of volunteer projects, eventually finding her place at a nonprofit organization that sponsors orphanages in Mexico.

Lauren sees the similarity between herself and the orphans.

"Just like me, they are able to be blanketed in the love of a perfect stranger," she says. She recently implemented a "donation card" project that raised over \$5,000 for much-needed eye exams, eyeglasses, books, shoes, school tuition, transportation, and uniforms.

A PBTF scholarship recipient, Lauren is now pursuing a degree in elementary education. High on her list of priorities is acting as a role model for younger children.

"Knowing I can make a difference fills me with joy," she says. "Sharing love with others through service and friendship gives my life meaning and purpose. It is the best thing I have ever done."



Lauren's brain tumor has inspired her to serve others.

Fantastic Fundraisers

T-shirt memory quilt raises funds in Houston

There may not be a number large enough to count all the hours that Texan Mary Cotner has volunteered on behalf of the Houston Ride for Kids®. Not only has she served as the ride's patient family liaison for many years, but she also creates beautiful quilts that have been auctioned off to raise funds for the PBTF.

Her enthusiasm is something of a family affair, since her mother, Kay, has worked for Houston Ride for Kids® Task Force Leader Ronnie Lunsford for nearly 25 years.

Lunsford recalls that one of Mary's quilts just kept on giving. "I'm sure we have raised more than \$5,000 from it, as it was auctioned off, donated back, and auctioned off again several times," he explains.

This year Cotner pieced together a tapestry of Ride for Kids® T-shirts from each year they were produced. It was an ambitious goal, but she located all of the shirts with the help of the local task force members.

The finished product was, in Lunsford's words, "awesome." Many others agreed—when the quilt was auctioned in October, it garnered the Texas-sized sum of \$2,300.



Houston task force leaders Ronnie Lunsford (left) and Steve Ferguson display a quilt made with 19 different Ride for Kids® T-shirts.

Bike Bandit donates portion of sales to San Diego event

Since 2008, San Diego-based BikeBandit.com, the largest online source for motorcycle parts and accessories, has been supporting the San Diego Ride for Kids® by donating a portion of their branded apparel sales revenues. Those donations now total nearly \$44,000, including \$16,500 in 2010 alone.

Throughout the year, BikeBandit.com conducts a fundraising campaign in which \$1 from the sale of every BikeBandit.com-branded product is donated to the Ride for Kids® program. The company currently has hundreds of items available for purchase under this program, detailed at bikebandit.com/sem/rideforkids.

"The PBTF is a remarkable organization that is helping pave the way for a cure and we are extremely grateful to be able to assist them with their endeavor," says motorcycling enthusiast and BikeBandit.com CEO Ken Wahlster. "It is great to see the motorcycle community come together to support this event and foundation, not just in San Diego, but all over the country."

"The generosity of Ken and his Bike Bandit team is truly heartwarming," says Ride for Kids® National Director Kyle Clack. "Not only have they supported us financially, but they have also elevated the visibility of our cause, and we deeply appreciate their support."

2010 Ride for Kids® reports

(continued from page 1)

Strong support in Minnesota

Also on July 18, over 200 people gathered at Century College in White Bear Lake for 18th Minnesota Ride for Kids®, raising \$47,965 for the PBTF.

The day included a scenic 50-mile lakeside ride, followed by an uplifting Celebration of Life program featuring seven Ride for Kids® "stars," including 4-year-old Domenick and long-term survivor Jewell.

"New treatments are on the horizon...but this type of research costs lots of money, so you have to keep telling your friends and filling up tents like this one," said Dr. Joe Neglia of the University of Minnesota Children's Hospital.

Top fundraisers

Individuals: Bruce & Sandy Schafer, \$7,011

Club/chapter: CMA Crosswinds #671, \$7,169

Motorcycle business: Mudspringers, \$12,916



The smile of Minnesota star Cole (left) is contagious.

Lucky 13 in Utica

July 18 turned out to be a very lucky day for riders at the 13th annual Utica Ride for Kids®. The event enjoyed another record-breaking year, this time raising \$109,826, an 8 percent increase over the 2009 event.

Over 500 people assembled at the Deerfield VFD for a scenic ride through the Adirondack foothills and on to Old Forge Pavilion in the Town of Webb.



Utica star Josh (left) checks out his bike.

Nine brain tumor survivors and their families shared their stories during the post-ride Celebration of Life program, including 13-year-old Cassandra, who has attended nine rides. The beaming teen told the crowd she "wouldn't miss it for the world."

Top fundraisers

Individuals: Peter Weidman & Judy Laforest, \$10,311

Club/chapter: GWRRA NY-N, \$24,879

Motorcycle business: Sportline Power Products, \$24,839

Revvng up in Marysville

Over 200 motorcyclists were on hand on July 24 as Marysville, Ohio, celebrated its 19th annual Ride for Kids®. The enthusiastic crowd raised \$70,560 for the PBTF.

This year's ride departed from its new start point at Miracle-Gro headquarters and toured Union County's back roads. Riders later returned to enjoy a moving Celebration of Life program that honored local brain tumor survivors Jason, Seth, Erin, Jared, Robert and Caitlin, a PBTF scholarship recipient.

Pediatric oncologist Dr. Randal Olshefski of Nationwide Children's Hospital in Columbus compared the fight against childhood cancer to the Tour de France.

Top fundraisers

Individuals: Ken & Carol Denman, \$10,633

Club/chapter: GWRRA OH-D3, \$21,185

Motorcycle business: Honda Marysville Motorsports, \$16,724



Erin relaxes after the Marysville ride.

Big hearts in Kansas City

A hot but happy crowd of 200 brought \$39,050 to the seventh annual Kansas City Ride for Kids® on July 25.

Following the ride from Overland Park's Johnson Community College, the participants gathered for the Celebration of Life program in a show of support for nine local brain tumor survivors. Many of those stars were sidecar passengers on the morning ride through Heritage Park, past beautiful horse farms and historic homesteads, and around Lake Olathe.

Nine-year-old survivor Noah touched the hearts of everyone when he said, "Thank you all, riders. We appreciate you and hope you will come back next year."

Top fundraisers

Individuals: Gary & Mary Droege, \$6,740

Club/chapter: MTA MO-1, \$7,783

Motorcycle business: Hub Cycle, \$7,968



Star Carter (right) and his brother Grant get ready to roll in Kansas City.

(more on next page)

18 years in Hudson Valley

Ride for Kids® has hosted its annual event in the Hudson Valley region of New York for 18 years with strong support from area motorcyclists. This year was no exception, as more than 500 people raised \$95,124 for the Aug. 1 event in Central Valley.

Five families affected by brain tumors joined the ride on a beautiful sunny morning. The stars included Amanda, James, first-time rider Carlo and PBTF scholarship recipient Katelyn.

After touring the scenic byways of the Catskills, the group returned to Central Valley Elementary School for the Celebration of Life, where children and their parents shared their heartwarming stories with riders.

Top fundraisers

Individuals: Jon & Valerie Ford, \$21,000

Club/chapter: Ride for Liam, \$13,575

Motorcycle business: New Rochelle Harley-Davidson, \$12,649



Carlo attends his first Ride for Kids®.

Sunny spirits in Wisconsin

Blue skies and sunshine greeted more than 400 riders and other supporters at the seventh annual Wisconsin Ride for Kids® on Aug. 1. The excited crowd turned in \$103,446 for the PBTF.

Departing from Fireman's Park in Middleton, motorcyclists escorted 12 local brain tumor stars—six of whom are PBTF college scholarship recipients—through scenic farmland before returning for the Celebration of Life program.

There, the crowd heard from many of the stars, including 9-year-old Carlos and Bailey, 15. Richard, the father of Lauren, told the audience, "We didn't expect the care and generosity of strangers who give up their time to be here."

Top fundraisers

Individuals: Dennis & Gloria Resch, \$9,145

Club/chapter: Sandy & Sam's Memorial Ride, \$14,356

Motorcycle business: Pro Motor Sports of Wausau, \$14,895



Riley smiles sweetly in Wisconsin.

Pittsburgh makes a difference

Over 300 motorcyclists put on a tremendous show of support for kids with brain tumors at the 10th annual Pittsburgh Ride for Kids® on Aug. 8, bringing \$55,574 in donations for the PBTF.

The 70-mile ride from Home Depot in Cranberry Township to Slippery Rock University wound through hilly roads with views of Lake Arthur and Moraine State Park.

At the post-ride Celebration of Life, nine Ride for Kids® stars and their families shared their survivor stories. Zachary's mom, Heidi, said, "What I find so amazing is when we are out of options, the doctors keep coming up with new options for us because of your support."

Top fundraisers

Individuals: Larry Coffield & Kay Mooney, \$6,377

Club/chapter: GWRRA PA-D, \$15,920

Motorcycle business: Zanotti Motor Co., \$12,845



Pittsburgh's total gives its stars a lot to smile about.

Utah is the place for RFK

Aug. 14 was a gorgeous day for riding in the Wasatch Mountains, especially for the 11 brain tumor survivors and hundreds of participants at the sixth annual Utah Ride for Kids®.

The ride, which contributed \$35,818 to the PBTF, began at This Is the Place Heritage Park in Salt Lake City and ascended

into the mountains with spectacular views in all directions. After the ride, Jim's mother, Melody, spoke to the crowd.

"When our son was diagnosed [five years ago], his chance of survival was 14 percent," she said. "His five-year chance of survival is now 75 percent thanks to new treatment options."

Top fundraisers

Individuals: Walter & Donna Young, \$7,713

Club/chapter: GWRRA UT-H, \$9,558

Motorcycle Business: Fifth Gear, \$9,708



Utah star Brian approves of his sidecar.

New start for New England

The 13th annual New England Ride for Kids® launched from a new start point in Fiskdale, Mass., on Aug. 15, and riders from throughout the region raised \$36,002 for the PBTF.

Tantasqua Regional High School hosted the riders and patient-families on a warm, overcast morning, and four local brain tumor survivors led the scenic tour of the Berkshires before returning for the Celebration of Life program.



Ryen has attended the New England ride since infancy.

Said Dr. Nicole Ullrich, a neuro-oncologist at Children's Hospital in Boston, "With the economy the way it is, every dollar you raise is even more important. Your dollar could be the one that finds the cure."

Top fundraisers

Individuals: Dave Odess & Perry Robertson, \$8,330

Club/chapter: GWRRA MA-F, \$9,045

Motorcycle business: Venco Wings, \$18,851

Hometown ride is No. 450!

The national headquarters of the Pediatric Brain Tumor Foundation® is in Asheville, and with over \$60 million raised since the first Ride for Kids® in 1984, it was fitting that the 450th event took place in the beautiful mountain city.

On Aug. 29, over 630 local motorcyclists and supporters contributed \$117,822 for the foundation's research and family support programs.

The sun gleamed as the riders made their way from Biltmore Square Mall to scenic Lake Lure for a program honoring seven young brain tumor survivors.

"Your support has been unbelievable," said Dr. Gerald Grant, a pediatric neurosurgeon at Duke University Children's Hospital. "[The PBTF is] willing to take the risk on pilot projects to get things moving faster.... It opens doors of collaboration throughout the world ... and we really just hope this treatment has an impact on these kids."



Sarah's fight inspires Asheville motorcyclists to ride for her and other children with brain tumors.

Top fundraisers

Individuals: Anonymous, \$25,000

Club/chapter: GWRRA NC-M2, \$19,610

Motorcycle business: MR Motorcycle, \$27,423

Michigan tops \$62,000

Just an hour after the Asheville event, the 19th annual Michigan Ride for Kids® rolled in Ann Arbor. More than 300 supporters were on hand, bringing in \$62,147 for the PBTF.



LeeAnn (left) looks forward to a great Michigan ride.

The dual sport and road riders met at Washtenaw Community College on a beautiful, clear morning for their rides through the Huron River woodlands.

Star Katie's father, Rob, said during the Celebration of Life, "The days here with you guys are the good days, but the ones with Katie at the hospital are the bad ones. We all need to work together to make all her days good days."

Top fundraisers

Individuals: Rob & Denni Proctor, \$7,000

Club/chapter: Grey Dragons Foundation, \$11,000

Motorcycle business: Route 66 Powersports, \$11,000

Big smiles in Birmingham

On Sept. 12, bright, sunny skies greeted 465 participants at the ninth Birmingham Ride for Kids®, which raised \$74,906.

The motorcyclists rode in honor of seven local survivors: Matt, Bayleigh, Karissa, Molly, Michael, Zack and Xavian.



Ride manager Jerry Harvey interviews Birmingham star Matthew.

The participants were treated to a lap around the world-class

Barber Motorsports Park, followed by an uplifting Celebration of Life program.

Karissa's mother, Laurie, told the riders that her daughter "is in a treatment program that only exists because of funding provided by people like all of you here today."

Top fundraisers

Individual: Phil Phillips, \$7,400

Club/chapter: GWRRA AL-B, \$14,615

Motorcycle business: Cycle World of Gadsden, \$7,400

Indy on the fast track

Indianapolis Ride for Kids® motorcyclists got the thrill of a lifetime on Sept. 12, when their ride started with a lap around the world-famous Indianapolis Motor Speedway. The 175 attendees raised \$27,781.

Seven local brain tumor survivors joined the tour through the countryside and Eagle Creek Park.

At the Celebration of Life program Beth, mother of 4-year-old Lillian, said: "Today you made this day shine for our children, and you give them and us hope

for the future." Neurosurgeon Laurie Ackerman of Riley Hospital and oncologist Larry Bates of the St. Francis Medical Group also spoke.

Top fundraisers

Individuals: Rex & Kathy Harrold, \$10,777

Club/chapter: GWRRA IN-E, \$13,206

Motorcycle business: Anderson Powersports, \$10,777



Indianapolis star Lillian (right) draws for a prize with ride manager Mark Muhlenfeld.

Puget Sound pumps it up

Rounding out the three-event weekend on Sept. 12, motorcyclists from around the Pacific Northwest gathered for the 18th annual Puget Sound Ride for Kids®. They contributed \$112,770, a 25 percent increase over the year before.

The crowd of 250 at Remlinger Farms in Carnation, Wash., was enthusiastic despite seasonal rains during the Celebration of Life program.

Said Kris, whose son Brandon succumbed to his illness, "Your support and the money you've raised gave me the greatest gift...seven more years with my son."

The crowd also heard from oncologist Bill Thomas of Mary Bridge Children's Health Center.

Top fundraisers

Individuals: Mick & Mary Rairdin, \$12,318

Club/chapter: GWTA WA-C, \$23,666

Motorcycle business: Everett Powersports, \$35,443



Skyler tries on a helmet at the Puget Sound ride.

Doing it right in Philly

Motorcyclists outdid themselves at the sixth annual Philadelphia Ride for Kids® on Sept. 19, bringing \$130,042 to the event—7 percent more than the previous year.

The ride began under sunny skies at the IMAX

Theatre at King of Prussia Mall, then traveled to Longwood Gardens in Kennett Square.

In the crowd of 485 were 13 Ride for Kids® stars, including PBTF scholarship recipients Annie, Emily and Laura.

"You all give us life," said survivor Jared, 18.

"This program has let me know that I am not alone, and knowing that has given me the hope and strength to live life to the fullest."

Top fundraisers

Individual: Andy Trought, \$28,720

Club/chapter: Team Tyler, powered by American Collectors Insurance, \$46,754

Motorcycle business: Fast by Ferracci, \$17,084



Philadelphia star Meray beams in September.

St. Louis goes the distance

A rainy day couldn't dampen the spirit of St. Louis, where over 100 riders and supporters brought \$109,260 to the ninth annual Ride for Kids® on Sept. 19—a 33 percent increase over 2009.

The crowd gathered at St. Charles Community College in Cottleville before the morning's ride.

The event honored 13 local brain tumor survivors, including Brian. "It's all about fighting and hope, all we can do is keep on helping each other," he said.

Dr. Joshua Rubin, an oncologist from Washington University School of Medicine, reminded those in attendance that the PBTF is funding promising research.

Top fundraisers

Individuals: Rozier Family, in memory of Taylor, \$50,000

Club/chapter: Taylor Rozier's Hope for a Cure, \$52,208

Motorcycle business: Doc's Harley Davidson, \$50,000



St. Louis star Brian doesn't let the rain stop him from having a great ride.

Ride rolls on in Baltimore

Riders rolled into the 19th annual Baltimore-Washington Ride for Kids® on Sept. 26 with \$248,051 in donations for the PBTF.

A new location, the Turf Valley Resort in Ellicott City, Md., hosted the 450 supporters as they cheered for brain tumor survivors at the Celebration of Life program.

Dr. Roger Packer of Children's National Medical

Center, a member of the PBTF's Scientific Advisory Board, told the group about research advances. "We're getting to a point where we can personalize brain tumor treatment," he said. "We're trying to make life better for these stars so they can reach their life goals."



Olivia sits back and enjoys the view in Maryland.

Top fundraisers

- Individual:** Bob Henig, \$106,434
- Club/chapter:** Manassas Honda Riders Club, \$12,820
- Motorcycle business:** Bob's BMW, \$120,749

Texans top \$130,000

Hundreds of riders in Dallas/Fort Worth raised \$131,206 at the area's eighth annual Ride for Kids® on Oct. 3.

They enjoyed a relaxing rural route, passing many horse ranches along the way before returning for the Celebration of Life program to hear stories of inspiration from 13 brain tumor survivors.

"Children are continuing to struggle with the side effects and that's not good enough," said Dr. Dan Bowers, director of the childhood brain tumor program at Children's Medical Center in Dallas. "We must find a cure. Together we will."

Top fundraisers

- Individual:** Sam Caine, \$24,710
- Club/chapter:** Caden Johnson Memorial Fund, \$34,067
- Motorcycle business:** Maxim Honda, \$24,413



Stars Rebecca and Josephine are excited about their sidecar ride.

Vegas draws big crowd

The Las Vegas Motor Speedway played host to over 400 participants at the area's sixth Ride for Kids® event on Oct. 3. The ride raised \$49,916 for the PBTF.

A crowd of 400 turned out to show their love and support for eight local brain tumor survivors, many of whom joined the ride for a lap around the speedway before heading off to a new end point at Mountain Crest Park.



Devin keeps them laughing in Las Vegas.

"These children are not just cancer patients, they are someone's daughter or son," said Tammy, whose daughter died of a brain tumor. "This is not just a Sunday ride, [it] makes a difference."

Top fundraisers

- Individuals:** Frank & Nico Giordano, \$5,845
- Club/chapter:** Buffalo Soldiers, \$4,280
- Motorcycle business:** Carter Powersports, \$20,683

Northern Cal marks 18 years

Three hundred participants at the 18th annual Ride for Kids® in Northern California raised \$100,525 for the PBTF on Oct. 3.

Starting and ending at Solano Community College, the ride passed vineyards, crystal blue lakes, rivers, mountains and farms.

Nine brain tumor survivors were honored at the Celebration of Life program.

"Thank you riders for all your hard work and donating money for this cause," 12-year-old Malcolm said. "It will help kids in the future." His mother, Leslie, agreed. "You don't know from day to day what normal is going to be," she said. "Malcolm's normal is better than most thanks to [you]."

Top fundraisers

- Individuals:** Ann & Kirk Harry, \$22,000
- Club/chapter:** Curve Unit, \$11,325
- Motorcycle business:** Hillside Honda, \$9,287



Northern California star Elias (left) talks with his VIP escort.

Knoxville celebrates 10th

A gorgeous fall day is always the perfect setting for a motorcycle ride, and the weather obliged on Oct. 17 for the 10th Knoxville Ride for Kids®. Participants turned in \$30,887 before meandering along some of the most beautiful roads in eastern Tennessee.

After the ride the crowd honored the accomplishments of brain tumor survivors Jimmy, Jessica S., Hannah, and Jessica Q., a PBTF scholarship recipient.

"Your support is very uplifting," she said. "I suffer from short-term memory loss and I struggle in college, but I'm proving a lot of people wrong and giving up is not an option."

Top fundraisers

- Individuals:** Greg & Tracey Lawson, \$9,542
- Club/chapter:** Hannah's Army Angels, \$11,945
- Motorcycle business:** Honda of Knoxville, \$14,146



Knoxville star Jessica (left) and her escort get ready to leave Norris Dam.

Champions ride in Phoenix

Arizona motorcyclists have been riding for the kids for 14 years, and on Oct. 17 they brought \$46,345 in contributions to the PBTF.

The 300 participants met at Mesa's Desert Ridge High School before their ride through the countryside, led by several brain tumor survivors.

At the post-ride Celebration of Life, Rosa's mom, Jackie, spoke for many parents when she said, "Rosie can lead a more productive life because of your generosity."

Also honored at the event were the national efforts of Gold Wing Road Riders Association members. GWRRA Chief Operating Officer Melissa Eason received a plaque commemorating over \$700,000 in chapter contributions for 2009.

Top fundraisers

Individual: Mark Tkach, \$7,044

Club/chapter: GWRRA AZ-A, \$4,516

Motorcycle business: RideNow Powersports, \$19,043



Motorcyclists' fundraising efforts make a difference to these Phoenix stars.

San Diego honors heroes

Overcast skies didn't deter more than 200 participants from bringing \$49,094 to the sixth San Diego Ride for Kids® on Oct. 17.

Departing from Mira Costa College in Cardiff, riders enjoyed incredible views along oceanfront beaches and lush valleys.

Nine stars led the ride and spoke during the moving Celebration of Life. Michelle, the first PBTF scholarship recipient to graduate from college, inspired the audience with her remarks. "You're the heroes behind the scenes for better medicines that cause less harm to us," she said. "Times are hard but you are still here."

Top fundraisers

Individual: Ken Wahlster, \$16,477

Club/chapter: GWRRA CA-1N, \$6,282

Motorcycle business: Bike Bandit, \$16,477



Star Steven waves during the San Diego ride.

Job well done in Louisiana

The eighth annual Ride for Kids® event on Oct. 24 in Lafayette raised \$31,214 for the PBTF's family support and research programs.

A warm fall day awaited over 130 riders and supporters, who gathered at SLEMCO headquarters for a ride through the scenic bayou country.

Later the inspiring

Celebration of Life gave everyone a chance to hear from a parent who lost his child to a brain tumor. "Because of the [PBTF], my son was able to make it another six years," said Jon. "[They] aren't just looking for a cure, but also for better treatments for a better quality of life."

Top fundraisers

Individuals: Charles & Anita Porche, \$8,074

Club/chapter: GWRRA LA-F, \$10,304

Motorcycle business: Garrett Honda Country, \$9,304



Louisiana's task force leaders show off the amount raised in 2010.

Season closes on high note in Tampa

The Tampa Bay Area Ride for Kids® event closed out the 2010 season on Nov. 7 with \$48,452 in contributions.

The cold and windy morning did not mar the enthusiasm of those gathered at the Walter Heinrich Training Center in Lithia. Among them were six local brain tumor survivors, who led the procession as the motorcyclists meandered through Florida's beautiful citrus groves and ranch lands.

Michael, 21, told attendees that he started painting as therapy after his diagnosis. "My art is a talent I was given because I have a brain tumor," he said.

Top fundraisers

Individuals: Bobby & Valerie Poneleit, \$3,375

Club/chapter: Hap's Gulf Coast Riders, \$17,085

Motorcycle business: Hap's Cycle Sales, \$23,840



Chiara eagerly waits for the Tampa ride to begin.

Start raising funds now to earn 2011 premiums

The weather outside may be frightful, but our delightful Ride for Kids® drawing prizes and premiums will inspire your fundraising efforts for 2011.

The first Ride for Kids® event of the year is on April 3, so now is the time to start dreaming of all the great stuff you can earn when you raise money to help end childhood brain tumors.

First, big thanks to Honda, AGV, Dunlop, Tourmaster Luggage and Cardo Systems for providing some really—and we do mean REALLY—great drawing prizes. From motorcycles to helmets to tires, our prize sponsors are giving you a great incentive to help the kids.

You can also show the world that you support our cause by sporting Ride for Kids® premiums. It only takes \$35 to participate in our events, but the more funds you bring, the more premiums you earn.

Each year, we work hard to come up with a new T-shirt design, hat and a premium item for the \$500 level. This year's thank-you is a lined nylon windbreaker-style jacket in black with bold red highlights. "Ride for Kids® 2011" is embroidered in red on the front and back, and it can be yours for just \$500 in donations.

Raise \$5,000 or more and you'll receive special recognition as a member of the Ride for Kids® Champions Club, including a commemorative embroidered jacket, plus a photo plaque with you and the Ride for Kids® stars, two embroidered jackets, two ride hats, two event T-shirts and one event pin.

Go to rideforkids.org/premiums for details about the 2011 selections.

New for 2011: For most rides, you'll need to send in the money that you have collected in advance so we can send you your drawing tickets. Please check your ride page on our website for complete guidelines.

See you at the Ride for Kids®!



Earn this jacket by turning in at least \$500 in donations.

Ride for Kids
benefiting the
Pediatric Brain Tumor Foundation®

2011 SCHEDULE

April 3	South Florida
April 9	Northeast Florida*
April 17	Southern California**
May 1	Houston, TX
	Triangle Area, NC
May 15	Los Angeles, CA
	Middle Tennessee
May 22	Oklahoma
June 5	Albuquerque, NM
	Atlanta, GA
	Cleveland, OH
	Richmond, VA
June 12	Colorado
July 10	Kansas City, KS
	Northern Indiana
July 17	Chicagoland, IL
	Minnesota
	Utica, NY
July 23	Marysville, OH*
July 31	Knoxville, TN
Aug. 7	Hudson Valley, NY
	Pittsburgh, PA
	Wisconsin
Aug. 13	Utah*
Aug. 21	New England
Aug. 28	Asheville, NC
	Michigan***
Sept. 11	Birmingham, AL
	Indianapolis, IN
	Puget Sound, WA
Sept. 18	Philadelphia, PA
	St. Louis, MO
Sept. 25	Baltimore/Washington, DC
Oct. 2	Dallas/Fort Worth, TX
	Las Vegas, NV
	Northern California
Oct. 16	Phoenix, AZ
	San Diego, CA
Oct. 23	Louisiana
Nov. 6	Tampa Bay Area

* Saturday event
** Dual sport event
*** Road ride/dual sport

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