



THE Helping Hand

Ride for Kids

Summer 2010 • Volume 15 , No. 2

Kevin Schwantz leads third Lap of Champions

We are pleased to announce that motorcycling legend and 1993 500cc World Champion Kevin Schwantz will lead the 2010 Lap of Champions at the Indianapolis Motor Speedway on Aug. 28.

Now in its third year, the Lap of Champions will offer riders the opportunity to take their motorcycles for a parade lap at the famous Brickyard immediately following the final qualifying for the Red Bull Indianapolis Grand Prix race. This special fundraiser benefits the Pediatric Brain Tumor Foundation® (PBTf), supported by Ride for Kids®.

"It is an honor for me to be asked to lead the Lap of Champions at the 2010 Red Bull Indianapolis GP," Schwantz said. "It is a true privilege to be representing such a worthy cause as the Pediatric Brain Tumor Foundation."



World champion racer Kevin Schwantz will lead both the Lap of Champions and Honda's Moto2 team at the Red Bull Indianapolis GP in August.

Honda's Moto2 effort to benefit PBTf

Schwantz is also heading up American Honda's participation in this year's Moto2. His team will field a Honda-powered Moriwaki MD600 ridden by AMA wildcard entry Roger Lee Hayden, with support from Kevin Erion and his technicians at Erion Racing. The bike livery will include the PBTf Ride for Kids® logo, and the American Honda Indy GP Moto2 team will also participate in some special fundraising activities.

In return for a donation to the PBTf on rideforkids.org, donors will receive exclusive Honda Moto2 apparel with Ride for Kids® and sponsor logos. Like the Moto2 bike, the items are designed by Drudi Performance and feature Schwantz's number 34, taken out of retirement for the race.

"We are excited and honored to be featured as part of Honda's Moto2 endeavor," said Dianne Traynor, president of the PBTf. "As the presenting sponsor of Ride for Kids since 1991, Honda has stood by our foundation and supported our work for children for decades. Being part of something this visible will help us raise awareness of our programs."

Register to ride today

Kyle Clack, national director of the Ride for Kids® program, is equally enthusiastic. "Kevin Schwantz is truly a legend of motorcycle racing, and sharing the Indianapolis GP track with him will provide lifelong memories to all who participate," he says. "Do not miss this fantastic chance to meet and ride with Kevin while becoming a champion to the kids yourself."

The Lap of Champions is limited to only 300 motorcycles, so interested riders are encouraged to register early. Several registration packages are available, beginning at only \$100. All packages include a chance to win a custom CBR600RR. Participants are also encouraged to raise funds in advance of the event, and the top fundraiser will receive a custom Aerostitch riding suit.

Full event details are available rideforkids.org/lapofchampions.

About Us

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

The long and winding road

It has been said that the longest journey begins with a single step. Many journeys in life are opportunities to go somewhere we might never try to go alone. Along the way we see things we never dreamed and learn things that change our lives forever.

That is the Ride for Kids®; the journey we are on together.

All of you have taken that single step by attending your first Ride for Kids® event.

For some of you, that step happened so long ago that you might not even remember.

For those who have just begun, let me give you some idea of who you might meet along the way.

There will be the task force leaders who plan the event all year long, as well as the countless volunteers who execute that plan on the morning of the ride. All of these caring folks provide the fuel to keep the Ride for Kids® machine moving.

The most memorable people you will meet are the "stars" and their families. At every Ride for Kids® event you'll hear how they've learned to face challenges that we can only guess at.

You'll also see an amazing strength in the face of adversity that will surprise and humble you. These families will show you how important our work together really is, and how much it means to each of them.

People from every walk of life have decided to join us in this journey. They ride every kind of motorcycle imaginable. They are all shapes and sizes and every color and creed, yet each one is there to help children and families that desperately need our help. When you ride with us, you'll be reminded how much more alike we all are than different.

Life gives you a limited number of opportunities to do something truly meaningful, to take a journey that can literally change the world. The ride is sometimes difficult, but with your help we'll find our destination—a world where children can have a real chance for a better life. Please join us this year as we travel this long and winding road together.

Kyle Clack
National Director, Ride for Kids®



Kyle Clack

GEICO joins Ride for Kids® program as national insurance sponsor

GEICO has made a multiyear commitment as the exclusive national insurance sponsor of the Ride for Kids® program at the Pediatric Brain Tumor Foundation®.

This “Champion of the Kids” sponsorship brings together the nation’s leading motorcycle charity and one of the country’s largest auto insurance companies to help work toward a cure for children’s brain tumors.

“We are very excited to enter this partnership with GEICO,” said Kyle Clack, national director of the Ride for Kids® program. “They have made a significant commitment to forwarding our mission. GEICO’s corporate culture emphasizes safety, integrity and attention to detail, and is a great match to the way we run our events and our organization.”

“We are so proud to participate in the Ride for Kids program,” said Thomas Garner, national director of the GEICO motorcycle division. “The work the Pediatric Brain Tumor Foundation does to help ensure that our children and their families stay healthy is absolutely vital.

“A lot of motorcycle enthusiasts are involved in the Ride for Kids program,” Garner continued. “They know the PBTF has made great strides to improve survival and cure rates for children with brain tumors, and that more kids are living longer because of its research. GEICO is looking forward to being a part of these efforts to support our children and our community.”

GEICO joins the Honda Riders Club of America (HRCA) and *Cycle World* on the Ride for Kids® sponsorship roster. HRCA has been the presenting sponsor of the program since 1991.

About GEICO

GEICO (Government Employees Insurance Company) – as part of Berkshire Hathaway – is the third-largest private auto insurer in the United States. GEICO provides auto insurance coverage for 9 million policyholders and insures more than 16 million vehicles.

In addition to auto insurance, GEICO offers customers insurance products for their motorcycles, all-terrain vehicles (ATVs), boats, homes, apartments and mobile homes. Commercial auto insurance and personal umbrella protection and life insurance are also available.

As a member of the Berkshire Hathaway group of companies, GEICO is rated A++ for financial strength by A.M. Best Company and ranks at the top of several national customer satisfaction surveys. For more information, go to geico.com.



The GEICO gecko and Ride for Kids® “stars” are thrilled about the new partnership. They are joined by (back row, L-R) Kyle Clack, Ride for Kids® national director; Thomas Garner, national director of the GEICO motorcycle division; Kelly Arsenault, GEICO Powersports marketing event supervisor; and Brian Traynor, PBTF executive director.



GEICO signage debuted at the South Bend Ride for Kids® on July 11.

Ride for Kids® star sails on Honda Ship of Dreams

For Ride for Kids® star Trent, Jan. 1, 2010, was no ordinary New Year's Day. That morning, the Simi Valley, Calif., teen represented the Pediatric Brain Tumor Foundation® aboard the "Ship of Dreams"—American Honda's 2010 Rose Parade float.

"It was definitely one of those 'once in a lifetime experiences,'" recalled Trent's mom, Hope. "I wish I could have captured the moment when Trent was told he'd be on the TV side, he was ecstatic!"

The three-masted, 75-foot-long Ship of Dreams was captained by a model of the company's ASIMO humanoid robot. It featured seven of Honda's philanthropic partners—including the PBTF—that help improve the lives of children.

The PBTF and Ride for Kids® logos were featured prominently on the float's first set of sails. This year's entry won the "Tournament Special Award" in the 121st Rose Parade.

"It is an honor to be associated with Honda, which has been the presenting sponsor of Ride for Kids since 1991," said PBTF President Dianne Traynor. "We [were] very grateful to be featured on their Rose Parade float. It [gave] us a wonderful opportunity to educate the public about childhood brain tumors, and to advocate for the lives of these kids. Having a pediatric brain tumor survivor ride on the float also [delivered] a very positive message of hope for the families that are dealing with this disease."



Trent (center) and his family join Honda executive and PBTF board member Wayne Toyota (far left) at the Rose Parade.

Honda honors Mike Traynor

Executives at American Honda Motor Company planted a memorial tree in tribute to late PBTF co-founder Mike Traynor earlier this year.

The tree, which is located just inside the Van Ness entrance of Honda's park-like Torrance, Calif., campus, serves as a symbol of gratitude for the many decades Traynor devoted his life to improving the lives of children afflicted with brain tumors.

A commemorative plaque at the base of the tree reads, "A man never stands so tall as when he stoops to help a child. Planted in memory of Mike Traynor, co-founder of Ride for Kids and the Pediatric Brain Tumor Foundation."

Members of Honda's leadership team spoke at the dedication. "For more than 25 years, American Honda has enjoyed a wonderful working relationship with the PBTF and its Ride for Kids® fundraising events," remarked Ray Blank, senior vice president of Honda's Motorcycle Division.

"It seems very fitting that today's memorial to Mike is a living memorial, a new beginning of life that will continue to grow strong for years to come," Blank added. "But as a greater sign of respect, Honda also intends to keep supporting the Ride for Kids—that's really the proper tribute to Mike."



Tribute attendees included (from left) AHM Senior Vice President Ray Blank, AHM President & CEO Tetsuo Iwamura, PBTF President & Chairman Dianne Traynor, PBTF Executive Director Brian Traynor, AHM Senior Manager & PBTF Board Member Wayne Toyota and AHM Senior Vice President Gary Kessler.

“Unbelievably awesome” bike goes to Washington rider, raises over \$55,000

Bothell, Wash., resident Geoff Myers received a terrific surprise on May 3 when he learned he was the winner of “The Good Fight,” a one-of-a-kind Honda customized by Roland Sands Design.

Myers, who purchased his winning ticket at the *Cycle World* International Motorcycle Show in Seattle, was elated about his win.

“To know that the [drawing] was for a great cause, and to win an unbelievably awesome bike by a designer such as Roland Sands, is just spectacular. You made my day, week, month and year!” Myers said.

American Honda donated the 2009 Honda CBR1000RR, which toured the country with the *Cycle World* International Motorcycle Shows.

The PBTF’s Ride for Kids® program has partnered with *Cycle World* since 2000 to organize the annual fundraiser. “The Good Fight” raised more than \$55,000, and overall the drawing has raised more than \$557,000.

“After 10 years, and more than half a million dollars, our motorcycle industry partners and every motorcyclist who bought a ticket should be very proud,” said Kyle Clack, national director of the Ride for Kids® program. “Together we have literally changed the world for some very deserving children and their families. Well done!”

Additional support for the fundraiser was provided by Advanstar Communications, Performance Machine, Airtrix, Hotbodies Racing, Vortex Racing, Vance & Hines, Renthal and Dunlop.

Information on the next drawing bike will be available soon at rideforkids.org.



Geoff Myers bought a ticket for “The Good Fight” last December at the International Motorcycle Show in Seattle.

There’s an exciting lineup of amazing machines at the 2010-2011 International Motorcycle Shows, coming to a city near you. And while you’re there, be sure buy a ticket for your chance to win the one-of-a-kind custom bike, which will be on display in all 12 cities.

Details on the 2010-2011 giveaway bike are coming soon, and all proceeds benefit the PBTF. Go to motorcycleshows.com for show tickets and the latest tour updates.



Nov. 12-14, 2010	Dallas, TX	Dallas Convention Center
Nov. 19-21, 2010	San Mateo, CA	San Mateo County Expo Center
Dec. 10-12, 2010	Seattle, WA	Qwest Field Event Center
Dec. 17-19, 2010	Long Beach, CA	Long Beach Convention Center
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

Ride for Kids® fundraisers

The national Ride for Kids® program visited 39 cities and raised a very impressive \$4.4 million in 2009. That figure represents funds generated nationwide by rides, corporate and local sponsorships, and donated goods and services.

"Motorcyclists are known for digging deep when it comes to helping kids, and they worked harder than ever to raise funds last year," said Kyle Clack, national director of the Ride for Kids® program.

We would like to thank all our volunteers for their tireless work on behalf of the PBTF. We salute the extraordinary efforts of the following top contributors for 2009:

- **Bob Henig** of Jessup, Md. Owner of Bob's BMW, Henig ran his second successful Ultimate Bike Raffle to benefit the PBTF. He personally raised \$59,012 for the Baltimore-Washington Ride for Kids®, landing him in the No. 1 spot as the nation's top individual fundraiser.
- **The customers of Nielsen Enterprises**, a Honda dealer in Lake Villa, Ill. Loyal patrons once again catapulted the dealership to the top motorcycle business spot. Thanks to them, owner Ted Nielsen arrived at the 2009 Chicagoland Ride for Kids® with \$126,857 for the PBTF.
- **Wings Over the Prairie**. The top motorcycle club/chapter also hails from the Chicagoland area, organizing a gala silent auction that brought in \$70,136 in donations.

A complete listing of the leading motorcycle businesses, clubs and chapters for 2009 is on the facing page. Thanks you to everyone who contributed to our cause in 2009, and to all of you who are working hard to make 2010 an even bigger year.



Bob Henig



Ted Nielsen

Planning a fundraiser? Let us know.

Whether you're planning a bowling tournament, car wash, garage sale, or barbeque to raise funds for your Ride for Kids® event, following these simple rules will save you time (and headaches) along the way.

Be sure that you call the PBTF at 800-253-6530 for approval before you begin putting your event together. State laws require that the PBTF approve all fundraisers done on our behalf.

You will also need to submit a fundraiser application form. You can complete the form online or download and print it for mailing. The form is located at rideforkids.org in the "Donate Now" section under "Plan an event."

Please read the information included with the application form carefully, as it contains important guidelines that must be followed before, during and after your fundraiser. For example, the Ride for Kids® logo and name is trademarked for the exclusive use of the PBTF, and cannot be used or reproduced in any other format without the permission of the PBTF.

In addition, promotional materials and announcements must say "All proceeds benefit the Pediatric Brain Tumor Foundation®." There are also specific rules with regard to processing check payments and submitting funds from your event to the PBTF.

Once your event is approved, ask your family, friends and co-workers to join you as you raise money to fight children's brain tumors. We look forward to hearing your ideas!

continue hard work in 2009

2009's top national Ride for Kids® fundraisers

Category	Top performer	RFK Location	Total
Individual	Bob Henig	Baltimore/Washington, DC	\$59,012
Motorcycle Business	Nielsen Enterprises	Chicagoland, IL	\$126,857
Motorcycle Club/Chapter	Wings Over the Prairie	Chicagoland, IL	\$70,136

2009's top national motorcycle businesses

Brand	Top dealer/shop	RFK Location	Total
Honda	Nielsen Enterprises	Chicagoland, IL	\$126,857
BMW	Bob's BMW	Baltimore/Washington, DC	\$84,168
Harley-Davidson	San Jacinto Harley-Davidson	Houston, TX	\$60,398
Independent	Accessory Pit	Albuquerque, NM	\$60,988
Kawasaki	Florida Sports Cycle & Marine	South Florida	\$12,074
Suzuki	Ace Powersports	Wisconsin	\$11,229
Victory	Lee's Honda-Kawasaki	Northern California	\$7,206
Yamaha	Team Powersports	Triangle Area, NC	\$13,976

2009's top national motorcycle clubs/chapters

National organization	Club/chapter name/designation	RFK Location	Total
ABATE	ABATE Region 2	South Bend, IN	\$27,835
American Gold Wing Assn.	AGWA Chapter H	Chicagoland, IL	\$4,435
Blue Knights	Blue Knights CA VII (Oakland)	Northern California	\$5,165
BMW Motorcycle Owners of America	Land of Enchantment BMW Riders # 123	Albuquerque, NM	\$14,040
Christian Motorcyclist Assn.	CMA Desert Disciples	Phoenix, AZ	\$13,721
Dual Sport Club	Orange County Dualies	Southern California	\$19,870
Gold Wing Road Riders Assn.	GWRRA NY District	Utica, NY	\$43,748
Gold Wing Touring Assn.	GWTA WA-C, Evergreen Wings	Puget Sound, WA	\$15,952
Harley Owners Group	Hou-Tex HOG	Houston, TX	\$57,568
Honda Riders Club of America	Richmond Riders	Richmond, VA	\$27,508
Motor Sport Touring Assn.	MSTA-MD	Baltimore/Washington, DC	\$2,480
Red Knights	Red Knights NY VIII	Hudson Valley, NY	\$3,573
Retreads	North Country Retreads	Utica, NY	\$5,530
Southern Cruisers	St. Paul, MN	Minnesota	\$4,810
Star Touring & Riding	VA Chapter #223	Richmond, VA	\$3,076
Women on Wheels	Rumblepack	Cleveland, OH	\$4,839

2010 Ride for Kids® reports

South Florida forecasts sunny outlook for 2010

Riders in Coral Springs, Fla., kicked off the 2010 Ride for Kids® season on Feb. 14, raising \$67,440 for the PBTF at the sixth annual South Florida event.

What began as a cold morning for 500-plus motorcyclists and other supporters gathered at the Sportsplex soon turned warm and sunny. Deputies from the



South Florida star Brianna gets ready to roll.

Broward County Sheriff's Office escorted the ride through the Parkland area before returning for the Celebration of Life.

Six brain tumor survivors shared their heartwarming stories with the crowd: Taurin, 3; Jonathan and Shawn, both 6; Brianna, 7; Christine, 15; and Nicholas, 17, who was recently accepted at Florida Gulf Coast University.

Top fundraisers

Individual: Rick Case, \$10,000

Club/chapter: South Florida Riders Club, \$16,650

Motorcycle business: Star Cycles, \$20,666

SoCal dualies dig in for good cause

On April 18, dual sport riders came out in force, raising \$37,943 for the PBTF at the 18th annual Southern California Dual Sport Ride for Kids®.

Over 265 participants began the sunny morning with pancakes at Glen Helen Raceway before embarking on a fun day of trail riding in the San Bernardino National Forest. They also honored local brain tumor survivors Caitlyn, Bryan, Trent and Brandon during the Celebration of Life program.



SoCal star Brandon (left) shares a laugh with ride manager Carlos Maristany.

"Keep on doing what you are doing," 16-year-old Brandon said. "The money you guys raise helps to make sure that we are all back again next year."

Top fundraisers

Individual: Loyd Waters, \$5,000

Club/chapter: Orange County Dualies, \$9,721

Motorcycle business: Simi Valley Honda, \$10,554

Jacksonville welcomes its 2nd annual Ride for Kids®

Also on April 18, Jacksonville, Fla., marked its second Ride for Kids® by raising \$14,405 for the PBTF.

More than 100 motorcyclists and supporters turned out for the event at Florida State College, including two brain tumor survivors, Hailey and PBTF college scholarship recipient Stefan. Local law enforcement led the morning ride through Duval County.

Ted Batchelder, the event's top fundraiser, spoke movingly of how his family's loss has inspired him to help others.

"We lost a granddaughter to brain cancer two years ago, and we make a point to attend a lot of RFK rides all across the U.S.," he said.

Top fundraisers

Individual: Ted & Julia Batchelder, \$1,800

Club/chapter: GWRRA FL-1V, \$6,245

Motorcycle business: Honda of Jacksonville, \$4,230



Jacksonville star Hailey tries a Gold Wing on for size.

Houston rounds up a Texas-sized ride

Nearly 900 people were on hand for the 18th annual Houston Ride for Kids® on April 25. The culmination of a year-long volunteer effort, the event raised \$290,418 for the PBTF.

Heading east from the Humble Civic Center, the riders and their police escorts were accompanied by 18 children and young adults who have battled brain tumors.

These "stars," who ranged in age from



Brain tumor survivor Kaitlyn (left) is all smiles as the Houston event gets underway.

6 to 33 years, shared their stories with the crowd during the inspiring Celebration of Life ceremony.

The riders also heard from parents of survivors, leading fundraisers and a local pediatric neuro-oncologist.

Top fundraisers

Individual: Lynn & Ann Perrin, \$23,110

Club/Chapter: GWRRA TX-C, \$57,211

Motorcycle business: Northwest Honda, \$145,314

Lucky seven marks 2010 Triangle ride

Motorcyclists in North Carolina's Research Triangle celebrated the seventh Ride for Kids® on May 2 by raising \$114,735.

Ten brain tumor survivors were among the 825 participants departing from Jordan Lake State Recreation Area outside of Raleigh. They shared their touching stories during the Celebration of Life program immediately following the ride.

Lt. Steven Maynor is one of the many local law enforcement officers who escort the ride.

"The first Ride for Kids® grabbed my heart, so we take our personal time off to be here. We look forward to it every year," he said.

Top fundraisers

Individual: Roland & Katelyn Cargill, \$6,660

Club/Chapter: Bayer Crop Science, \$33,990

Motorcycle Business: Triangle Cycles, \$38,192

California dreamin' becomes a reality

The 19th annual Los Angeles Ride for Kids® raised a starry-eyed \$252,780 on May 2, where 1,200 people participated in the event at American Honda Motor Company's Torrance headquarters.

Riders were treated to sweeping views of the Pacific Ocean along the route before returning to Honda to honor the 18 Ride for Kids® "stars" in attendance, including PBTF college scholarship recipients Amanda, Bayleigh, Julia and Michelle.



Triangle Area star Shango adjusts his helmet for a perfect fit



Dylan and 17 other stars came to the Los Angeles event.

"My daughter was diagnosed 12 years ago and we are one of the lucky ones," said Amanda's dad, Michael. "You guys made this possible."

Top fundraisers

Individuals: Anthony & Denise Weiner, \$25,078, in memory of their daughter Alexa

Club/Chapter: Scotty's Riders, \$57,387

Motorcycle Business: California Harley-Davidson, \$30,137

Rain washes troubles away for perfect Tennessee event

Even a few raindrops could not dampen riders' spirits as Middle Tennessee hosted its second Ride for Kids® on May 16, raising \$66,669 for the PBTF.

Two young brain tumor survivors, Makenzie and Hannah, joined over 100 motorcyclists and supporters on a rainy morning at Jim Warren Park in Franklin.

After the ride Makenzie's father, Wilson noted that because Ride for Kids® funds research into treatment

options, "My daughter received 33

percent less radiation, which was 33 percent fewer days in the hospital, and 33 percent less damage to her health. What you are doing here is real and making a big difference."

51 local Hardee's restaurants also worked together to raise \$33,176, and many of their employees volunteered during the event.

Top fundraisers

Individuals: Otis & Tina Bishop, \$5,300

Club/Chapter: Tennessee Red Riders (HRCA), \$35,097

Motorcycle Business: Sloan's Motorcycle, \$47,387

Winds of hope blow at Albuquerque ride

May 23 was warm and breezy for Albuquerque's fifth Ride for Kids®, which raised \$71,048 for the PBTF.

Over 300 people met at the Pavilion for a stunningly beautiful ride through the Land of Enchantment. Among them was D.J. Jones, the first woman to travel all 50 states on the same motorcycle.

(more on next page)



Star Makenzie (right) poses with Dave Hannigan of Hannigan Motorsports.

Local brain tumor survivors Danielle, Ivan, Jaiden, Kristina, Laureen, Megan and Sage were the stars of the event, and told their stories during the moving Celebration of Life program immediately following the ride.



Albuquerque star Jaiden cracks up ride manager Kelley Corwin.

Sage's mother, Jennifer, thanked the riders by saying, "You are the mountains and the stars in the sky to us."

Top fundraisers

Individuals: Tom & Donna Mitchell, \$10,265

Club/Chapter: Land of Enchantment BMW, \$18,991

Motorcycle Business: Accessory Pit, \$44,809

Everything is "OK" at Tulsa's 1st ride

Oklahoma hosted its inaugural Ride for Kids® on May 23, raising \$10,486 for the PBTF.

The sunny morning was greeted by 150 people who came to the Tulsa Health Department to show their support for two local brain tumor survivors, Sadie and Katie.

The motorcyclists traveled over scenic back roads along the Arkansas River before returning for a Celebration of Life program honoring the two survivors.



Brain tumor survivors Katie (left) and Sadie are Oklahoma's stars.

Katie got a special treat when the crowd sang "Happy Birthday" to her.

"Thank you for coming out and helping my child through this difficult time," said Sadie's mother, Ashley. "You have made her life better."

Top fundraisers

Individuals: Sam Caine & Cathy Bracken, \$1,200

Club/Chapter: GWRRA OK-E, \$800

Motorcycle Business: Honda of Tulsa, \$2,115

Atlanta celebrates 27 years of rider support

The Ride for Kids® began in Atlanta in 1984, when a handful of riders came together to raise \$4,000. Support in the Atlanta riding community

has continued ever since, with 550 participants bringing \$110,712 in contributions at this year's ride on June 6.

Departing from North Point Mall in Alpharetta, the ride wound its way through north the hilly landscapes of north Georgia, ending in the picturesque town of Dahlonega.



Atlanta star Ascher (left) and his brother get ready for their sidecar ride.

There, 12 brain tumor survivors spoke about their lives.

Samuel, 13, said, "I was scared for a few weeks that I wouldn't be alive and well, but y'all just flipped my situation completely around."

Top fundraisers

Individuals: Jennifer & Brian Duke, \$13,267

Club/Chapter: GWRRA GA-T, \$9,611

Motorcycle Business: Earl Small Harley-Davidson, \$13,267

Cleveland rocks as its donations surge

More than 250 Cleveland Riders braved heavy rains and high winds on June 6, raising \$70,576 for the PBTF at the city's sixth annual Ride for Kids®. That figure represents a 17 percent increase over the 2009 total.

The downpour ended just in time for the ride through the verdant Cleveland Metroparks, after which riders traveled to Woodridge Middle School in Peninsula for the Celebration of Life program.



A Cleveland volunteer makes friends with star Lucy (left) and her friend Sierra.

There, the accomplishments of 12 local brain tumor survivors were honored. From 5-year-old Emily to inspirational adults like Lindy and Amie, these "stars" reminded the riders what the day was all about.

Top fundraisers

Individuals: Tim & Carol Beck, \$6,023

Club/Chapter: Women on Wheels Rumblepack, \$9,167

Motorcycle Business: Sills Motor Sales, \$19,282

Hot weather fires up Richmond riders

June 6 was Ride for Kids® Day in Virginia, and more than 325 motorcyclists and supporters turned out to celebrate the eighth annual event with \$103,959 in donations to the PBTF.

Leaving the muggy weather behind, riders departed the Richmond Times-Dispatch in Mechanicsville for a refreshing tour of the local countryside.

Back under the big tent for the Celebration of Life, they honored the six local brain tumor survivors who participated in the ride, including PBTF scholarship recipients Amy, Allie and Tiffany.

Damiyan, an 11-year-old who attended for the first time, said, "It was so much fun riding in the ride. I want to thank everyone for supporting me and my family."

Top fundraisers

Individuals: Mike Phillips, \$16,050

Club/Chapter: Richmond Riders, \$18,550

Motorcycle Business: Richmond Honda House, \$27,552



Damiyan (left) is one of the stars who led the parade of bikes in Richmond.

Quick thinking keeps Colorado on track

High winds, heavy rain and hail did not deter motorcyclists at the Colorado Ride for Kids® from raising \$46,801 for the PBTF on June 13.

About 125 riders and supporters gathered at the Jefferson County Human Services Building in Golden, waiting as event planners quickly mapped a new route when the weather forced several road closures.

Riders enjoyed a police-escorted tour with sweeping mountain views followed by a Celebration of Life program, during which six local brain tumor survivors thanked them for their support.

Among them were first-time riders James, Colin and Dylan, a PBTF scholarship recipient, as well as returning stars Patricia, Ben and Spencer.

Top fundraisers

Individuals: Pam McCombs, \$9,057

Club/Chapter: GWRRA CO-L, \$12,496

Motorcycle Business: Apex Sports, \$9,655



Colorado task force leader Pat Andrews (left) greets star Spencer.



benefiting the Pediatric Brain Tumor Foundation®

2010 SCHEDULE

- Feb. 14 : **South Florida**
- April 18 : **Northeast Florida
Southern California***
- April 25 : **Houston, TX**
- May 2 : **Los Angeles, CA
Triangle Area, NC**
- May 16 : **Middle Tennessee**
- May 23 : **Albuquerque, NM
Oklahoma**
- June 6 : **Atlanta, GA
Cleveland, OH
Richmond, VA**
- June 13 : **Colorado**
- July 11 : **South Bend, IN**
- July 18 : **Chicagoland, IL
Minnesota
Utica, NY**
- July 24 : **Marysville, OH****
- July 25 : **Kansas City, KS**
- Aug. 1 : **Hudson Valley, NY
Wisconsin**
- Aug. 8 : **Pittsburgh, PA**
- Aug. 14 : **Utah****
- Aug. 15 : **New England**
- Aug. 29 : **Asheville, NC
Michigan**
- Sept. 12 : **Birmingham, AL
Indianapolis, IN
Puget Sound, WA**
- Sept. 19 : **Philadelphia, PA
St. Louis, MO**
- Sept. 26 : **Baltimore/Washington, DC**
- Oct. 3 : **Dallas/Fort Worth, TX
Las Vegas, NV
Northern California**
- Oct. 17 : **Knoxville, TN
Phoenix, AZ
San Diego, CA**
- Oct. 24 : **Louisiana**
- Nov. 7 : **Tampa Bay Area, FL**

*Dual sport event / **Saturday event

Scholarship program brings hope to hundreds of students

This fall, 154 students affected by brain tumors will attend college with the help of a Pediatric Brain Tumor Foundation® scholarship.

One of those students is Jeremy, a rising sophomore at Washington University in St. Louis. "For me, college is not just the next step after high school, but the gateway towards achieving my passion," he says. "From my experience having a brain tumor, the way I see to truly live life to the fullest is to give back to others.

"My life is no longer focused on myself, but rather the people around me, and on harnessing opportunities that come my way and making a positive difference in this world in any way that I can."

Giving back is a common theme with the scholarship recipients. Many of them say they want to work in medicine, social work, public health or the nonprofit sector.

This year's recipients include students from 39 states, from Hawaii to Maine, who plan to attend vocational schools, community colleges and universities across the United States.

The PBTF has awarded a total of 787 scholarships since 2002. The program is funded in part by the Tim and Tom Gullikson Family Support Fund at the PBTF. Additional support comes from the annual *Cycle World* Joseph C. Parkhurst Education Fund Silent Auction at the Dealernews International Powersports Dealer Expo.

Scholarship applications for brain tumor survivors attending college in the 2011-12 academic year will be available in October 2010. For more information, call 800-253-6530.

A full listing of recipients will appear in the next issue of *Helping Hand*.



Scholarship recipient Jeremy (center), who was diagnosed with a brain tumor in the seventh grade, now attends Washington University in St. Louis.

Hope Springs Eternal

After beating brain tumor, nothing can stop this star

"As an 11-year-old, I did not completely understand the process of [brain] cancer, but I understood enough to know that there was something in my brain that needed to be removed with surgery," explains Adriana, who is now a PBTF scholarship recipient and student at Florida Gulf Coast University.



Adriana (right), who has attended Ride for Kids® events since 2001, now attends Florida Gulf Coast University with the help of a PBTF scholarship.

Adriana also recalls the frustration of being forced to sit on the sidelines during her recovery. "I was even prohibited from engaging in my favorite pastime of jet skiing, and it killed me to just sit there and watch everybody else having fun," she says.

A regular at Ride for Kids® events since 2001, Adriana now looks back on her life-changing experience, her eloquent words echoing a sentiment often reserved for those well beyond her years.

"Although my ordeal with a brain tumor was horrific, I believe that it made me a stronger person," she says. "It has brought my family closer and made us realize that our time here is precious and that we will never take one another for granted. It has also made me more compassionate towards others and worldly issues that affect people. I believe that being a survivor means speaking for those who cannot."

In a mother's words

Many of the stories we share in our newsletters, on our website and at our Ride for Kids® events focus on hope for the future: hope that our fundraising efforts will be successful, hope that the research we support will lead to better treatments and more positive outcomes, and hope that children will survive their brain tumors and live happy, productive lives.

However, the sad reality is that four out of 10 children with a brain tumor don't live longer than five years after diagnosis. As much as we want to offer hope to parents and families, we also recognize the need to acknowledge the grief of those whose children don't survive.

"What I have heard most often from parents who have lost a child is how important it is that their child's life had meaning, and is not forgotten," says Pat Korpik, director of the PBTF's family support program.

This letter was written by the mother of one of those children, Matthew Tracy, who will always be a Ride for Kids® star in our eyes.

I wanted to take this opportunity to write to your group to extend a sincere thank you for all you do for our kids.

My son, Matthew, was diagnosed with a brain tumor at the age of 4. We discovered Ride for Kids® in 2006 when Matthew was 10 years old. He rode that first time in a sidecar and had a blast. He could not wait to come back and ride the next year—he was ready to ride on the back this time.

After that ride, he was interviewed on stage and his natural comedic talents came out as he responded to a question as to whether he would like to have motorcycle. He answered that he was too young. The interviewer then responded that his parents could possibly get a bike. Matthew very seriously indicated that he thought we were "too old." She asked him how old we were (gee, thanks!) and he said, "around 40." What a sweet child to tell the entire world how old his mom is and that 40 is "old." The crowd just lost it in laughter.

He rode again in 2008 and he had so much joy in that ride. All three years that Matthew participated in the ride, his photo was featured in information that went out about the Atlanta ride. He thought that was great.

We did not get to participate in the 2009 ride. Matthew passed away on Mother's Day, May 10, 2009 at the age of 13. I can still picture the big grin he would have on his face each year as the bikes would arrive at the end of ride.

I just really wanted to share with you the absolute joy that Matthew experienced as a Ride for Kids® Star. The time, efforts and HEART that every participant gives to this event means so much to not only the kids, but to their parents and caregivers. I hope that the riders truly understand the gift that they give when they pay their entry fee, raise funds for such a worthy endeavor, allow these special children to ride with them and cheer these kids on both before and after the ride.

Thank you from the bottom of my heart.

Kelli Tracy, Mom to Matthew James Tracy / Jan. 3, 1996—May 10, 2009



Matthew Tracy and his mom, Kelli, at their first Ride for Kids® in 2006.

Stars, families say thanks

"My family and I would like to thank all the sponsors and riders that have come out to support the Pediatric Brain Tumor Foundation. I attended my first ride last year and met some awesome people with big caring hearts. [You have] helped to make my goals and dreams come true to attend college with the help of the scholarship it has lessened the burden on me and my parents. Thank you so much." —**Scott, Wisconsin Ride for Kids® star**

"Thank you so much for giving yourself to help out children like my daughter. I know, now more than ever, everyone has their own busy schedule and their own agenda. The fact that you care enough to invest yourself in something so selfless means the world to us parents. Our children are our world and anything that brings a smile to their face is worth a million bucks to us. I've only had the pleasure of attending one event so far, but my daughter was smiling the entire time...

how do you repay that kindness to someone? The only thing I can do is offer up a heartfelt thank you...Please keep up the good work and know that you do make a difference to us."

—**Beth, mother of Louisiana Ride for Kids® star Audrey**

Fantastic Fundraisers

Hardee's restaurants support Ride for Kids® in Middle Tennessee

Thanks in part to Hardee's restaurants, this year's Middle Tennessee Ride for Kids® was a huge success. Fifty-one area restaurants participated in a program in which customers were asked to make a \$1 donation to the PBTF as they paid for their food orders.

In return, each customer was given a "pin up" to sign and display in the store. The program, which took place for five weeks preceding the May 16 Ride for Kids®, raised an amazing \$33,176.

"The generosity of the people of Tennessee is truly heartwarming," said David Hutcheson, district manager for Hardee's Food Systems and a volunteer task force leader for the Middle Tennessee ride. "Many of our customers donated each time they made a purchase."

Store managers and crew members spearheaded the on-site fundraising effort at participating stores, and many were on hand volunteering at the May 16 event.

Congratulations to Hardee's employees and customers on a fantastic fundraiser!



Middle Tennessee stars Hannah (front left) and Makenzie proudly display the total raised by Hardee's stores. They are joined by (back row, from left) Hardee's franchise owners Diane and David Hutcheson—also task force leaders for the event—and corporate trainer Vicki Williams.

Star delivers thanks in person

Brain tumor survivor Nick (center) presents Rick Case Powersports manager Mark Hoppe (left) with a second-place "Top Fundraiser" plaque from the 2010 South Florida Ride For Kids® in February. Ride for Kids® Manager Robert Trigueros is pictured on the right. Powersports owners Rick and Rita Case collected top honors as individual fundraisers. Nick also presented plaques to Eric Barash of Bourget's Bike Works (Top Motorcycle Business) and Airnee Sullivan of Chopper Zoo (Top Club).



Use your cell phone for quick donations

The PBTF is pleased to announce a new partnership with mGive, the original provider of "text message giving" services.

A text message giving service is a provider that enables you to make a charitable donation using the texting feature on your cell phone. To date, Mobile Accord's mGive program remains the leading source of mobile donations in the U.S. Their service provides PBTF donors with a simple, fast and reliable means to make a \$10 donation.

Two donor options are currently available:

- Text "ride" to 50555 makes a one-time \$10 gift to the Ride for Kids®
- Text "radio" to 50555 makes a one-time \$10 gift to PBTF radiothons

Text donations will appear as a \$10 charge on your cell phone bill. Please note that although no ride receipts are issued for text donations, funds texted to "ride" will be assigned to the Ride for Kids® event nearest the donor's cell phone area code.

How to make the most of your Ride for Kids® Firstgiving page

A Firstgiving page is a fun and exciting way to raise money for your ride. It takes only minutes to create your own personal page. Then, with the press of a button, anyone who visits your page can make a donation and add their name and message to your list of donors.

Many Ride for Kids® participants use Firstgiving pages to support their fundraising efforts. To date, over a 3,500 people have created pages, resulting in donations totaling over \$1.6 million!

How can you create a great fundraising page? The Firstgiving team has determined the main reasons why people give:

- They know you and want to support you
- Your nonprofit resonates with them
- They're impressed by your fundraising efforts or the event you're tackling

Donors especially like to know why you are fundraising, why the cause is important to you, and what impact each donation will make. (This is a great opportunity to tell potential donors that 83.9 cents of every dollar raised goes directly PBTf programs.)

You can add photos or a video and can even provide a link to the page from your Facebook, Twitter, MySpace and other social media sites.

Check out more great tips on making the most of your Firstgiving page at firstgiving.zendesk.com/home, then click on "Fundraiser Tips and Tricks: Making the most of your personal fundraising page" under "Creating or editing a page."

The screenshot shows a Firstgiving page for the Pediatric Brain Tumor Foundation. The page is titled "Pediatric Brain Tumor Foundation" and is associated with the "Ride for Kids" event. The main content area includes a "Want to raise money?" section with a "Get Started" button, a "Want to donate?" section with a "Donate" button, and a "Total raised" section showing \$107,309.07. The page also features a "Top donors" list and a "Top fundraisers" list.

Firstgiving

Home | Who we are | Sign in

Pediatric Brain Tumor Foundation inspired by Ride for Kids

Pediatric Brain Tumor Foundation
Asheville, NC | 828-39-1366x3 | [contact](#)

Want to raise money?
Join a team | Create a fundraising page
Get Started
[Learn more](#)

Want to donate?
Donate to your friend's page:
Enter friend's name **Find**
[View all fundraising pages](#)

Donate to the nonprofit
Donate

Total raised:
For Pediatric Brain Tumor Foundation
\$107,309.07
\$61,000.94 raised online
360 people are raising money
5,183 people have donated

Top donors

1. [Doree 2012 Ride for Kids](#) \$5,518.00
2. [Lynn & Friends](#) \$2,545.00
3. [Lynn & Friends](#) \$4,305.48
4. [Lynn & Friends](#) \$4,705.00
5. [Doree 2012](#) \$2,795.00

[View all donors](#)

Top fundraisers

1. [Lynn & Friends](#) \$1,100.00
2. [Lynn & Friends](#) \$1,100.00

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- Click the Get Started button below
- Customize the text and the photo on your online Personal Fundraising Page to express your passion and your purpose
- Send the link out to your friends, family, colleagues - anyone you think will help you reach your goal

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