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Thousands Ride For the Troops at 30th Anniversary Love Ride to Benefit the USO

Jackson Browne, jacksh*t, Chevy Metal, plus special guests set to perform, with Jay Leno as Grand Marshall as Budweiser Presents the 30th Anniversary Love Ride, Powered by GEICO Motorcycle

#LoveRide30 #USO #JayLeno #FoodTrucks

Glendale, CA (September 4, 2013) –Thousands are expected to attend Love Ride, the longest running single-day motorcycle fundraiser in the world on October 20, 2013. Budweiser Presents 30th Anniversary Love Ride, Powered by GEICO Motorcycle features Jay Leno as Grand Marshall and Hollywood celebrities Robert Patrick, Lorenzo Lamas, Willie G. Davidson, Peter Fonda, along with musicians and special guests. The all day party celebrates 30 years of fundraising events with proceeds going to the USO to help support America's deployed troops and their families, wounded, ill and injured troops and their caregivers and families of the fallen. Registration is open at LoveRide.org.

The Love Ride kicks-off with a concert and celebrity press conference at Harley-Davidson of Glendale, followed by a ride to Castaic Lake Recreation Area. For motorcycle riders and non-motorcycle riders alike the event features special music performances by Jackson Browne, jacksh*t, Chevy Metal, plus special guests, as well as delicious food trucks, drawings for exclusive motorcycle items, a custom bike and stunt show.

“Over the past three decades, Love Ride has accomplished a lot with the support of our participants, raising over \$24 millions for important charities. This year, we have two reasons to ride and celebrate – first, raise money in support of our troops and their families, and secondly, celebrate our 30th anniversary,” said Oliver Shokouh, owner of Harley-Davidson of Glendale and founder of Love Ride. “We are proud of what we have accomplished as a community and are excited to kick off this year’s event and get ready for the next thirty years.”

“We are grateful for Love Ride’s support of our troops and families. It is because of charity events like Love Ride and the generosity of the American public that the USO is able to lift the spirits of America’s troops and military families and deliver entertainment, connectivity, comfort and support around the world to our servicemen and women,” said Tracy Tucker, USO Director of Fundraising and Development.

Participants can register now at LoveRide.org for just \$20. The minimum fundraising commitment to ride and join the party is only \$60, which can also be paid in full during registration, with no fundraising required. Admission includes access to both the Glendale and Castaic Lake events, and parking, and one opportunity ticket for a chance to win a variety of prizes, including a 2014 Harley-Davidson Road King.

For \$20, advanced registers gain access to their own personal profile to build donations from friends and family to reach their \$60 minimum, plus a Love Ride 30 pin and patch, while supplies last. Additional fundraising prizes start at only \$150 and the top fundraising participant will earn the coveted title along with thousands of dollars in prizes. The 30th Anniversary Love Ride will donate net proceeds from the event to the USO, with some funds targeted for the Glendale Community College and the Muscular Dystrophy Association.

Helping to make Love Ride 30 possible through their generosity and support, sponsorship includes Budweiser, GEICO Motorcycle, Chevron, Sebastian Professional, Russ Brown, John Paul Mitchell Systems, City National Bank and the City of Glendale.

Adding to the fun, title sponsor GEICO Motorcycle is sponsoring a Love Ride consumer enter-to-win contest offering participants the chance to win a brand new Sportster® 2014 Harley-Davidson 883 Iron™. Entry forms will be available at most Western Regional Harley-Davidson dealerships starting September 1st.

The Love Ride has also partnered with Chevron to offer consumers an opportunity to enter for a chance to win a trip of a lifetime and other great prizes. As part of the "Ride of a Lifetime" Sweepstakes, one winner will receive a free trip to the Harley-Davidson Museum in Milwaukee, Wisconsin, a private tour of Jay Leno's garage and amazing car collection, and \$1,000 in Chevron gift cards. Consumers who visit participating Southern California Chevron or Chevron ExtraMile locations during the month of September can find out how to enter online or by mail. Participants who enter the contest online will be given a keyword to receive \$10 off their Love Ride admission.

For registration and more information about Love Ride 30, go to LoveRide.org. To keep up with the latest Love Ride 30 and motorcycle news follow them on Facebook ([Love Ride Glendale HD](https://www.facebook.com/LoveRideGlendaleHD)), Twitter ([@LoveRide](https://twitter.com/LoveRide)) and their new Instagram ([LoveRide30](https://www.instagram.com/LoveRide30)).

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About Love Ride

Celebrating its 30th anniversary, Love Ride is the largest one-day motorcycle event in the world. A place where people come to have a good time, while making a difference in the world we live in. To date Love Ride has raised \$24 million for charity in the US, and the spirit of the Love Ride has expanded to annual events in both [Mexico](#) and [Europe](#).

Begun in 1984, the Love Ride was found by life long rider and Harley-Davidson dealer Oliver Shokouh. Through the years, the Love Ride has supported numerous national charities, including the Muscular Dystrophy Association, Autism Speaks, and the USO. Each Love Ride features a music concert in Glendale, CA followed by a celebrity-led ride to a day-long music festival. During the festival, participants can enjoy a custom bike show, food trucks, a beer garden, and more.

About the USO

The USO lifts the spirits of America's troops and their families millions of times each year at hundreds of places worldwide. We provide a touch of home through centers at airports and military bases in the U.S. and abroad, top quality entertainment and innovative programs and services. We also provide critical support to those who need us most, including forward-deployed troops, military families, wounded warriors and families of the fallen. The USO is a private, non-profit organization, not a government agency. Our programs and services are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff. To join us in this patriotic mission, and to learn more about the USO, please visit uso.org.

About BUDWEISER

Budweiser, an American-style lager, was introduced in 1876 when company founder Adolphus Busch set out to create the United States' first truly national beer brand – brewed to be universally popular and transcend regional tastes. Each batch of Budweiser follows the family recipe used by five generations of Busch family brewmasters. Budweiser is a medium-bodied, flavorful, crisp and pure beer with blended layers of premium American and European hop aromas, brewed for the perfect balance of flavor and refreshment.

Budweiser is made at 12 state-of-the-art U.S. breweries using time-honored methods including "kraeusening" for natural carbonation and Beechwood aging, which results in unparalleled balance and character.

About GEICO

[GEICO](#) (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the third-largest private passenger auto insurance company in the United States. GEICO provides millions of [auto insurance quotes](#) to U.S. drivers annually. The company is pleased to serve more than 12 million private passenger customers and insures more than 18 million vehicles (auto & cycle).

GEICO's [online service center](#) helps policyholders take care of policy sales, policy changes, claims reporting and to print insurance ID cards.

GEICO also provides quotes on motorcycle insurance, all-terrain vehicles (ATVs), travel trailers and motorhomes (RVs). Coverage for boats, life, homes and apartments is written by non-affiliated insurance companies and is secured through the GEICO Insurance Agency, Commercial auto insurance and personal umbrella protection are also available. For more information, go to www.geico.com.