



Riding to raise funds for kids and animals in need

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Contact: **Marc Maria, 408-386-8757**
blaze@blazerider.com

Blaze Rider Announces the 2008 Dollar for Mile Challenge, New Sponsors and Website (www.blazerider.com)

**** New website and sponsors help Blaze Rider™ kick off the 2008 Dollar for Mile Challenge™ that will benefit the Childrens Hospital Los Angeles and The San Francisco SPCA. ****

San Jose, California – Blaze Rider – America’s newest superhero for kids and animals announces the 2008 Dollar for Mile Challenge. Scheduled for July 30, 2008, Blaze Rider will journey from San Francisco to Los Angeles and back. Beginning at The San Francisco SPCA, Blaze Rider will ride the Blaze Superbike to Childrens Hospital Los Angeles. All proceeds from this fundraiser will go to benefit Childrens Hospital Los Angeles and The San Francisco SPCA.

In support of these leading beneficiaries, a new Blaze Heart™ sponsorship program has been launched that offers five levels designed to allow any organization to participate: Giant Heart Sponsor, Super Heart Sponsor, Mega Heart Sponsor, Ultra Heart Sponsor, and Power Heart Sponsor. There are also dealer coop programs in place for a number of leading motorcycle brands. Donations from sponsors and dealerships are supplemented by donations from the public through the new Blaze Rider website, www.blazerider.com.

“Gifts, no matter what size, help us create a brighter future for the young patients that we serve,” said Ashley Huddleston, Assistant Director, Special Events, Childrens Hospital Los Angeles, “Blaze Rider’s generosity helps us meet the high cost of caring for the most seriously ill and injured children in our community and around the world.”

Sponsorship benefits include logo display on www.blazerider.com, prominent presentation in the Blaze News Promotional newsletter, and an award for participation. All donations from corporations and the public are tax deductible as Blaze Rider is a 501(c)(3) non-profit. The sponsorship program is being launched with corporate leaders, motorcycle riding and racing organizations, and pet care organizations in mind. For more information, or to inquire about sponsoring this Dollar For Mile Challenge for Childrens Hospital Los Angeles and The San Francisco SPCA, please contact blaze@blazerider.com.

“We are excited about working with Blaze Rider on this important fundraiser,” said Laura Gretch, San Francisco SPCA, Events Coordinator, “efforts like this Dollar for Mile Challenge allow us to place another dog with a caring family, save another cat’s life, teach another young child how to care for a pet, and give us another chance to make a positive change in the lives of humans and animals.”

“The last Dollar for Mile Challenge was extremely successful and was conducted on behalf of the Lucile Packard Children’s Hospital and the San Jose Animal Care Center.” said Blaze Rider, Superhero. “Leading sponsors included Cyclegear, Frank-Thomas, LeoVince, Pirelli Tires, Pet Food Express, and many motorcycle dealerships. This year’s sponsorship line up is well underway with new support coming from AGV/Dainese, ChatterBox, DC Comics, Del Amo Motorsports, Ducati, Dudley Perkins Co., Kawasaki, Mazda Raceway Laguna Seca, Mid Cities Honda/Kawasaki, Moto-Italiano, Motorcycle-USA, Pro Italia Motors, Southern California Ducati, Urban Moto, Willow Springs Raceway, and more...”

For more information, or to inquire about sponsoring the 2008 Dollar For Mile Challenge for Childrens Hospital Los Angeles and The San Francisco SPCA, please contact blaze@blazerider.com.

About Blaze Rider: Blaze Rider™ is America’s Superhero, riding for kids and animals. Blaze Rider raises funds through Blaze Rider Dollar for Mile Challenges™ and Blaze Rider appearances. Funds raised are 100% donated to children’s hospitals and animal shelters. Blaze Rider is the only Super Hero member of the American Motorcycle Association, has completed Level 1, 2 and 3 of the California Superbike School, and is certified for Infant, Child and Adult CPR. Blaze Rider is a 501(c)(3) non-profit organization for public and charitable purposes.

<http://www.blazerider.com/ducati.html>"Open your heart, become a Blaze Heart™ and help kids and animals today!!"