



Riding to raise funds for kids and animals in need

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Blaze Rider Announces New Dollar for Mile Challenge, New Website and New Sponsors

**** A new website and sponsors help Blaze Rider™ kick off a Dollar for Mile Challenge™ that will benefit the Lucile Packard Children's Hospital and the San Jose Animal Center. ****

San Jose, California – Blaze Rider, America's newest superhero for kids and animals announces a new Dollar for Mile Challenge. Scheduled for Friday, October 26th, 2007, Blaze Rider will journey around the San Francisco Bay Area beginning at the San Jose Animal Center and ending at the Lucile Packard Children's Hospital. All proceeds from this fundraiser will go to benefit the Lucile Packard Children's Hospital and the San Jose Animal Center.

In support of these leading beneficiaries, donations are being accepted on the new Blaze Rider website, www.blazerider.com. Donations from the public are supplemented by a new sponsorship program created for this Dollar for Mile Challenge that offers four levels designed to allow any organization to participate: Super Heart Sponsor, Mega Heart Sponsor, Ultra Heart Sponsor, and Power Heart Sponsor.

Sponsorship benefits include logo display on www.blazerider.com, prominent presentation in the Blaze News Promotional newsletter, and an award for participation. In addition, 100% of all donations are tax deductible. The sponsorship program is being launched with 9 premier sponsors already on board – all leaders in motorcycle riding, racing, and pet care:

Cyclegear – America's largest and fastest growing motorcycle apparel and accessories retailer with participating stores in San Jose, Hayward, Pacheco, Santa Rosa, San Francisco, and Redwood City, www.cyclegear.com.

Frank-Thomas – Worldwide leader in the motorcycle clothing industry known for high quality racing, road, and casual wear, www.frank-thomas.co.uk.

LeoVince USA – US division of the largest exhaust manufacturer in Europe with products for sportbikes, cruisers, scooters, and off-road motorcycles and ATVs, www.leovinceusa.com.

Pet Food Express – leading independent pet food and supply retailer and sixth largest pet specialty retailer in the USA, www.petfoodexpress.com.

American Sport Bike – US leader in after market parts for American made motorcycles, www.americansportbike.com.

Leading Dealerships – Buell of Vallejo, Dudley Perkins Company, Golden Gate Buell, and McGuire Buell.

"It is through the generosity of these kind Blaze Heart™ Sponsors that Blaze Rider is able to raise funds for kids and animals through riding and racing." said Blaze Rider, Superhero. "Now more than ever, kids and animals need America's support. Through the sponsors and website donations from the public, Blaze Rider can continue to ride and raise funds for kids and animals."

About Blaze Rider:

Blaze Rider™ is America's newest Superhero, riding for kids and animals. Blaze Rider raises funds through Blaze Rider Dollar for Mile Challenges™ and Blaze Rider appearances. Blaze Rider raises funds that are 100% donated to children's hospitals, animal shelters, and research institutes focused on childhood disease, nationwide.

"Open your heart, become a Blaze Heart™ and help kids and animals today!!"