

Bob's Biker Blast 2019

Bob's Biker Blast 2019, put on by Harley-Davidson of Scottsdale, Go AZ Motorcycles, and The Bob & Renee Parsons Foundation took place the weekend of November 8-10, 2019. This is an event in several parts, all for the benefit of Phoenix Children's Hospital.

More than 5000 attended the gathering at HDoS through the 3-day festival. The host venue, H-D of Scottsdale – located at 15656 N Hayden Rd, offered vendors and music all three days.

The self-paced 'I Ride For PCH' Ride on Saturday started at Phoenix Children's Hospital, located at 1919 E Thomas Road in Phoenix. It was a beautiful day in the 80's; perfect for riding. Overhead the blue sky had a light veil of white clouds. There were just over 500 participants in the 'I Ride For PCH' ride. Riders are encouraged to join in the Rev & Ride departures that take place each half hour. All riders that are ready to leave at that time rev their engines & the young patients who cannot be outdoors come to the windows of their hospital rooms to watch the bikes & wave. It is a very moving experience for many of the bikers. The ride ended at HDoS in plenty of time to enjoy the day's festivities before the evening's headline concert with Darius Rucker.

Vendors at H-D of Scottsdale included Law Tigers AZ, Kuryakyn, Wild Ass motorcycle air seat cushions, Rockford Fosgate, Klock Werks, Bugslide, Custom Dynamics, S&S Performance, Cardo Communication, Vance Hines, Progressive Suspension,

Performance Machine disc brakes & wheels.

Among the performances that afternoon was 'Phantom 309', described as 'a Band that pays Tribute to the Great Country Artists of the 70s, 80s, 90s and beyond'. We enjoyed their mix of country, old rock 'n roll, & rockabilly; and look forward to hearing them again.

The raffle table was full of goodies, with something to draw the interest of pretty much anyone there.... HD collectibles, tools, sporting goods, restaurant scrip, massage time, a guitar autographed by Lee Brice, & more.

The opportunity to win a Harley-Davidson Live-Wire electric motorcycle via FREE raffle entries kept the signup kiosks busy ☺ The drawing took place on Saturday night after the concert and the big winner was Josh Ziegler. Congratulations!!

We learned from the organizers that there were about 5,000 attendees at the Darius Rucker concert. And again this time, thanks to Mr. Parson's near-legendary generosity, this night's show was free ... just for showing your motorcycle endorsement and it was free for your passenger as well. The concert was also Free for all active and retired military personnel. Pretty cool! For all others it was a \$20 donation to PCH to get in the gate.

In regard to this event's donation to Phoenix Children's Hospital, we received this statement, "Bob Parsons elected to offer free admission to the event to all riders and military personnel. This of course limits the total funds generated for the event.

However, thanks to the tremendous donation made by the Bob & Renee Parsons Foundation to supplement the proceeds from this event, a one million dollar donation was made to PCH." That's a bunch of zeroes! NICE! From the organizers, "This is truly a one of a kind event. It is highly unusual for anyone to foot the entire bill for a fundraising event and donate ALL of the proceeds to the benefitting charity. Mr. Parsons not only incurred all of the expenses for Bob's Biker Blast, but then supplemented more than 90% of the donation."

So what is so special about PCH? The PCH Hope Fund can be a genuine lifesaver for a parent's worst nightmare ... their child incurring a devastating illness. Regardless of ability to pay, that child receives access to the very best care, medical specialists, cutting-edge technology, and behavioral health services. You could certainly call PCH a candle in their darkness. To learn more about Phoenix Children's Hospital, visit www.phoenixchildrens.org

Learn more about the Bob & Renee Parsons Foundation here ... <https://www.tbprpf.org/> While there are few who can match their generosity in dollars; we can all learn from their generosity of Spirit & Desire to help others. Everyone, in their own way, has the ability to make a positive difference in their community.

Thank you Lisa Cyr for your help with this article ☺

Betsy & Bruce

