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SOCAL RIDER COALITION PARTNERS WITH LAW TIGERS CYCLE LAWYERS

“SoCal Rider Coalition and Law Tigers are geared up to co-host an unparalleled 2024 season of charity cycle events.”

SAN DIEGO, CA, December 27, 2023 — SoCal Rider Coalition (SCRC) proudly announces the formation of an exciting 2024 strategic event marketing partnership with Law Tigers Motorcycle Lawyers / BD&J Injury Lawyers (Law Tigers). This exciting alliance is set to transform the landscape of 2024 SoCal cycle events, uniting SoCal riders, cycle industry brands, motorcycle dealers, and popular ride destinations. By seamlessly integrating large-scale cycle events with short scenic breakout motorcycle rides to iconic destinations, the partnership aims to raise awareness and funds for great charities and causes. Moreover, through this partnership, the 2024 launch of the SCRC / Law Tigers Rider Down Fund will also provide the reassurance of knowing there is immediate financial assistance and legal representation available for riders who are injured after attending their 2024 events.

SoCal Rider Coalition is the creation of Route 101 Motorsports' Founder and CEO, Glenn Cogan. Born out of a desire to inspire collaboration in the SoCal cycle community and raise funds for great causes, SoCal Rider Coalition, a 501c3 nonprofit public benefit charity, is a cycle industry revolution, harnessing the power of the SoCal cycle industry and uniting riders with a common set of goals – to collaborate and raise awareness and funds for charity by promoting better strategized, more well-organized large-scale charity cycle events.

Law Tigers, with over 20 years of experience, have stood as trusted partners for motorcycle riders nationwide, supporting them at every stage of their legal journey. Integral to the fabric of the SoCal and nationwide motorcycle community, they are recognized as the foremost legal advocates for SoCal and US motorcycle riders. Committed to providing timely professional legal support, Law Tigers passionately advocate for riders to secure fair compensation following cycle accidents.

Their partnership signifies the start of a shared 2024 commitment to support the SoCal riding community, elevate rider safety, and foster a stronger sense of unity among SoCal riders. SCRC's dedication to promoting large-scale charitable SoCal cycle events aligns seamlessly with Law Tigers Motorcycle Lawyers' mission to represent injured riders to secure fair compensation when they are injured. "We're thrilled to announce our partnership with Law Tigers Motorcycle Lawyers.", stated Glenn Cogan, SCRC's Founder & CEO, "It's a synergistic partnership that offers riders who attend our events a crucial safety net, not only demonstrating SCRC's concern for rider safety, fostering goodwill and trust within the riding community, but it serves to reinforce Law Tiger's long standing position among the SoCal cycle community as a caring and responsible SCRC partner that is concerned about riders, and also committed to promoting our mission."

Law Tigers Marketing executives were present in the Carlsbad, CA Route 101 Motorsports' boardroom when Glenn Cogan introduced the concept of SoCal Rider Coalition and announced his intention to launch it in June 2023. "We witnessed the birth, quick growth, and rapid transformation of SoCal Rider Coalition from a concept through its evolution to become one of SoCal's premier motorcycle community charity ride event organizations", stated Bill Dow, Regional Marketing Director for Law Tigers Motorcycle Lawyers, "Law Tigers is thrilled to be partnering with SoCal Rider Coalition to support the SoCal cycle community while also raising awareness and money for great charities and causes."

This partnership of cycle industry leaders demonstrates a shared dedication to redefining the 2024 SoCal cycle ride event landscape. Prioritizing safety, unity, and charitable support in every event, SoCal Rider Coalition and Law Tigers are geared up to host an unparalleled 2024 season of charity cycle events supporting riders and raising money for great causes.

For more information about this partnership, the 2024 SoCal Rider Coalition / Law Tigers charity ride event season or calendar, or more details about the exciting 2024 union of these two motorcycle industry titans, contact Glenn Cogan, SoCal Rider Coalition Founder & CEO or Bill Dow, Law Tigers Motorcycle Lawyers Regional Marketing Director.

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