

Peace Out, Prostate Cancer Ride 2018

The 6th annual Peace Out Prostate Cancer Ride took place on Wednesday April 11, 2018. It was, once again, the first official ride of Arizona Bike Week. My thanks to host Shelley Martin, for her help with this report.

Nearly 300 riders gathered at Harley-Davidson of Scottsdale, for sign-in and breakfast.

Men were also invited to get their PSA levels tested. It takes only about 10-15 minutes and is done via a blood draw. These free tests are a part of what the POPC Ride raises money for. The ride's beneficiary is the Prostate Cancer Awareness Project. PCAP pays to have men get their PSA levels tested 3 times a year via blood draw at Harley-Davidson of Scottsdale.

Research shows that prostate cancer is very treatable, but only if it is discovered early, before it has metastasized. [from <https://thepcap.org/>] Testing opportunities are also available for guys who may not be able to get to HDoS. Read more at <http://peaceoutprostatecancer.org/healthwaves/>

This was described as an adults-only event; although kids could come to HDoS in the morning and they were welcome at WestWorld for AZ Bike Week ...

the last stop of the ride.

The self-paced poker run was on all back roads and totaled 84.4 miles. After departing HDoS, stops included Connolly's Sports Grill, The Roadrunner Restaurant, and the Dirty Dogg Saloon for raffles, a silent auction, and free pizza from Oregano's. Event volunteers worked at each stop. From there everyone headed to Arizona Bike Week at WestWorld for the announcement of Best & Worst Hands and the 50/50. That night's Collective Soul concert was part of the entry fee as well.

The names of the winners were unavailable at the time of this writing. The prizes were pretty cool ... Best hand was a free bike detail (value \$150) at H-D of Scottsdale and worst hand was a free oil change at H-D Scottsdale.

The day raised \$10,000 for the cause; with \$2,500 going to the Prostate Awareness Foundation. Nice! In addition to the PSA tests mentioned above, monies are used to help raise awareness.

Shelley sends along thanks to "Chuck Franklin Law, Buddy Johnson, Harley-Davidson of Scottsdale, Connolly's, Roadrunner, Dirty Dogg Saloon, Arizona Bike Week, With a Twist Consulting, The



Gatekeepers, ALL of the volunteers, and Oregano's" for their support. She added, "I'd just like to thank everyone for their support, because without their support, we wouldn't be able to make the difference that we do. Receiving messages from men telling me that their PSA level was elevated and they never would have caught it early if it wasn't for Peace Out, Prostate Cancer or messages that they are in the clear. Knowing that we make a difference, raise awareness and get people talking about prostate cancer. People talk about breast cancer, but you rarely heard about prostate cancer....that is changing."

This event is hosted by Shelley Martin in loving memory of her Dad, James Martin and her Grandfather Louis Rivetts. They were both taken by prostate cancer. In addition, Shelley is also the host of the Annual 'Bikers For Boobies' breast cancer awareness event that takes place in October.

Thank you Shelley for your efforts to raise cancer awareness. You have certainly taken the tragedy of your family's loss and turned it into a positive benefit to our community.

Betsy

