

Bob's Biker Blast

The 6th Annual Bob's Biker Blast took place on Saturday November 4, 2017. The 'I Ride For PCH' Ride departed from Phoenix Children's Hospital, with last bike out by 1pm. We learned that nearly 400 riders made the run.

In the meantime, other folks were gathering at Harley-Davidson of Scottsdale, located at 5656 N Hayden Rd.

The band 'Analog Outlaws' rocked the Patio that afternoon! Emcee Jack Schit and his lovely assistant Shelley of HDoS distributed raffled goodies to the lucky winners. Raffle items were provided by Harley-Davidson of Scottsdale, artist David Uhl, Amazon, and Kendra Scott Jewelry. Also performing on the patio stage was the Kiss tribute band 'Mini Kiss'. They drew a big crowd and cell phones were held high to capture the performance. Bill Davidson, son of Willie G., attended on behalf of The Motor Company Family and was available to meet

and take photos.

The night's concert headliner was '3 Doors Down'. A reported 10,000 people attended the show. How much would you expect a ticket to cost for a concert by this Grammy-nominated band? Well, this night's show was *free* ... just for showing your motorcycle endorsement AND free for your passenger as well. Pretty cool! No endorsement? A \$20 donation to PCH got you in the gate.

Of course another huge draw to the night was the anticipated announcement of who would win the motorcycle giveaway. You had to be there to claim the prize. The name was randomly drawn & contact was made via cell phone. You had to answer your phone OR respond to a text message within 3 minutes of it being sent. The winner of the motorcycle was 24-year old Brandon Scott. He's looking at a Ducati from GO AZ Motorcycles. Congratulations!

All proceeds of the day benefit Phoenix Chil-

dren's Hospital. The total presentation added up to \$500,000 ~ thanks in great part to the generosity of the Bob & Renee Parsons Foundation. "Including this year's event, Bob's Biker Blast has contributed \$2.2 million to the [Phoenix Children's] hospital's Hope Fund over the past six years. ... The Hope Fund makes it possible for the hospital to offer the very best care, medical specialists, cutting-edge technology and behavioral health services to families who are unable to pay." VERY cool! To learn more about Phoenix Children's Hospital, visit www.phoenixchildrens.org.

It was a fun day for an excellent cause. We're glad we could be there. Thank you Taylor Browning, Marketing Manager for HDoS and Amber Lip-tai of Big Yam advertising agency, for your input for this report.

Betsy & Bruce

