



**EARLY LEARNING COALITION**  
OF POLK COUNTY  
*Heart of Education*

[www.elcpolk.org](http://www.elcpolk.org)

**FOR IMMEDIATE RELEASE**

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**GEICO PRESENTS SECOND ANNUAL INDOOR  
CUSTOM MOTORCYCLESHOW IN LAKELAND**

**LAKELAND, FL—FOR IMMEDIATE RELEASE- June 12, 2020**

It will be a combination of some of the hottest looking custom motorcycle designs and a familiar friendly Gecko checking out all the cool rides. Mark your calendars for December 5-6<sup>th</sup> when the RP Funding Center will be opening its doors to the public from 10:00 a.m.-7:00 p.m. on Saturday and 10:00 a.m. – 3:00p.m. on Sunday. The show is returning for a second year and has extended to a 2-day event. It is being presented by GEICO who is behind building stronger communities through events such as this one.

“At GEICO we have a fundamental principle of investing in the future, and we believe education is the foundation of success,” said Assistant Vice President Heather McIntyre. “We are delighted to return as the presenting sponsor of the Central Florida Wheels of Steel event. Our sponsorship enables us to continue supporting the Early Learning Coalition of Polk County’s mission to prepare children for bright futures, as well as support the success of our wonderful community.”

The event will showcase a variety of innovative designs brought by motorcycle builders who will be showing off their unique wheels and steel artistry. Cycle enthusiasts of all ages will have the chance to see over a hundred customized motorcycles in this family friendly event. It will also offer vendors a fresh opportunity to promote and rebuild their businesses as they recover from the economic effects of COVID-19.

Polk County Sheriff Grady Judd has endorsed and supports a “Ride the Right Way” campaign sponsored by Lakeland Regional Health, who will have staff present to fit children with free bicycle helmets.

Jeff G. Holt, “The V-Twin Visionary” will be emceeding the event serving as its show ambassador. He is the former editor of Hot Bike and Street Chopper magazines and will be narrating hourly live demonstrations of custom builder tips on stage.

To kick off this year’s event there will be an Honor Ride for fallen Lakeland Police Department Motorcycle Officer Paul Dunn who died in January while en route to work as a result of a traffic crash.

Just like at last year’s event, attendees will be able to purchase the chance to win a 50/50 jackpot and some amazing auction items that will make the perfect Christmas gift!

All proceeds will benefit the Early Learning Coalition of Polk County that serves over 12,000 children annually. CEO Dr. Marc Hutek believes it’s a cause worth supporting. “The ELC of Polk County is fortunate to have a community that supports the initiatives empowering children to reach their potential. We have certainly found that motorcycle enthusiasts have a genuine heart in assuring our children are provided those opportunities for success and we appreciate everyone who supports our upcoming motorcycle show.” For more information go to [cfwheelsofsteel.com](http://cfwheelsofsteel.com).

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