



Contact: Beth Hensel  
Tel: 860.916.3637  
Email: [charliesride2010@yahoo.com](mailto:charliesride2010@yahoo.com)

FOR IMMEDIATE RELEASE

2011 CHARLIE'S RIDE PARTNERS WITH SAINT FRANCIS FOUNDATION  
New Look, New Acronym, New Beneficiary – Same Mission

CHARLIE'S Ride – Cardiac Health Advocates Remembering Loved-ones Impacted Everywhere is proud to announce a new partnership with Saint Francis Foundation. CHARLIE'S Ride's three-fold objective is to 1) promote heart disease awareness and prevention strategies; 2) remember the millions impacted by heart disease, and 3) raise funds for The Hoffman Heart and Vascular Institute of Connecticut a Saint Francis clinical center of excellence. The institute offers comprehensive, state-of-the-art diagnostic and therapeutic services, and is one of New England's highest volume centers for cardiac catheterization, electrophysiology, and open heart procedures.

CHARLIE'S Ride is an annual motorcycle charity ride originally established in 2010 to benefit the American Heart Association and dedicated in loving memory to the founder's father-Charlie, who lost his 20-year battle with heart disease in 2009. The inaugural year's results exceeded everyone's expectations as 103 bikes and 220 participants learned about heart disease, wrote tributes on the Memory Wall, and raised over \$4,000 for AHA, in addition to receiving a gubernatorial proclamation declaring August 15, 2010 Heart Disease Awareness Day in Connecticut.

This year's event is scheduled for Saturday, August 13, 2011. Registration is from 9:30 to 11:30 AM at TSI Harley-Davidson, located at 398 Somers Road, Ellington, CT. Participants will enjoy free coffee and donuts, graciously donated by Dunkin' Donuts of Rockville. Our special guests from the Phillips Women's Heart program will be providing a FREE heart health assessment for interested parties over age 18. The 30-mile, police-escorted ride will head out around noon to our after-party destination Big Shot Billiards, located at 2 North Road, East Windsor, CT. Riders and non-riders will enjoy the after-party which includes food, raffles, billiards, and live entertainment by Shovelhead, a great local southern rock band. Admission is \$30/single and \$40/couple for ride participants or after-party guests. Pre-register before August 1<sup>st</sup> and save \$5 (\$25/single and \$35/couple). Special group rates will also be available at area hotels.

For more information, visit our website: [www.charliesride.org](http://www.charliesride.org), on FaceBook at [www.facebook.com/charlie.ride](http://www.facebook.com/charlie.ride) by email at [charliesride2010@yahoo.com](mailto:charliesride2010@yahoo.com) or call Beth at 860-916-3637. For more information about The Hoffman Heart and Vascular Institute of Connecticut please visit [www.stfranciscare.org/hoffmanheart](http://www.stfranciscare.org/hoffmanheart). Sponsorship opportunities are available and volunteers are always welcome.

Please consider supporting the second annual CHARLIE'S Ride and help save lives in the Connecticut area!

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If you'd like more information about this topic, or to schedule an interview with Beth Hensel, please call 860-916-3637 or email [charliesride2010@yahoo.com](mailto:charliesride2010@yahoo.com).