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FOR IMMEDIATE RELEASE

JOIN THE 2nd ANNUAL CHARLIE'S MOTORCYCLE RIDE ON SATURDAY, AUGUST 13
Proudly Presented by Ted's Montana Grill

ELLINGTON, CONN., July 15, 2011 – CHARLIE'S Ride, an acronym for Cardiac Health Advocates Remembering Loved-ones Impacted Everywhere is a charity motorcycle ride established in loving memory of Charlie Lewandoski of Wethersfield, Conn. who lost his 20-year battle with heart disease in July 2009, and for others just like him. CHARLIE'S Ride was created by Charlie's daughter, Beth Hensel, with a three-fold objective: 1) to promote heart disease awareness and prevention strategies; 2) to remember the millions impacted by heart disease, and 3) to raise funds for The Hoffman Heart and Vascular Institute of Connecticut at Saint Francis clinical center of excellence. The event will be held on Saturday, August 13, 2011, starting off from TSI Harley-Davidson at 398 Somers Road in Ellington, Conn. Registration is from 9:30 to 11:30 AM. All friends and supporters of heart disease on all makes of bikes are welcome.

"My father found his passion for motorcycles late in life and at 66 years-old went out and purchased a brand-new Honda Shadow VLX, much to my dismay," explains Beth Hensel of Windsor Locks, Conn. "I couldn't understand why he would pursue such a dangerous hobby. Nonetheless, his love for riding was obvious and he took every opportunity to try and get me on his bike. He loved the liberating feeling he found on his bike, and he especially enjoyed participating in charity rides. He eventually got his wish when he passed and left me his bike, and that's when I finally accepted his challenge," she says. "I interpreted this as his final lesson, conquered my fears, learned to ride, and then the idea of CHARLIE'S Ride was born. I couldn't think of a better way to honor his memory and promote heart disease awareness than to establish this ride as a lasting tribute to a wonderful man. I couldn't save him, but hopefully CHARLIE'S Ride can help save others!"

Heart disease is the number one cause of death (for men and women) in the United States – responsible for 1 out of every 2 deaths in America. More than 80 million Americans live with some form of cardiovascular disease. But heart disease is highly preventable if you take steps to reduce your risk factors. Do you know what those risk factors are? These are all important facts that the organizers and sponsors of CHARLIE'S Ride intend to share in order to educate our community and stop heart disease in its tracks!

The CHARLIE'S Ride inaugural event held in August 2010 exceeded everyone's expectations as 103 bikes and 220 participants learned about heart disease, wrote tributes on the Memory Wall, and raised more than \$4,000, in addition to receiving a gubernatorial proclamation declaring Aug. 15, 2010 Heart Disease Awareness Day in Connecticut.

This year, on Saturday, Aug. 13, during the 9:30 AM to 11:30 AM registration at TSI Harley-Davidson, participants will enjoy free coffee and donuts, graciously donated by Dunkin' Donuts of Rockville. Special guests from the Phillips Women's Heart program will be providing a FREE heart health assessment for interested parties over the age of 18. On a prominently displayed Memory Wall, participants can write a message to their loved-ones impacted by heart disease. The Master of Ceremonies will be Laurye Natale, Ms. Connecticut World International 2011-2012, and Connecticut Idol Winner Henry Smith will sing the National Anthem.

At 12 noon, the 30-mile, police-escorted and scenic ride will head out through Ellington, around Crystal Lake to the after-party destination, Big Shot Billiards, located at 2 North Road, East Windsor, Conn. Riders and non-riders will enjoy festivities which feature a heart-healthy feast presented by Ted's Montana Grill, raffles, billiards, and live entertainment by Shovelhead, a great local southern rock band. Exclusive CHARLIE'S Ride merchandise will be available for purchase including shirts from Golden Crossings, bracelets made by Different by Design – a non-profit that supports mentally and physically challenged adults, and commemorative pins.

Admission for the event is \$30/single or \$40/couple, either for riders (which includes the after-party) or after-party alone. Pre-register before Aug. 1st to save \$5 (\$25/single or \$35/couple) and receive a free commemorative pin. Special group rates will also be available at area hotels.

To pre-register or find more information about CHARLIE'S Ride, visit us at: www.charliesride.org, on Facebook at www.facebook.com/charlie.ride, by email at charliesride2010@yahoo.com, or call Beth at 860-916-3637. Sponsorship opportunities are available and volunteers are always welcome.

"Please consider joining us Saturday, August 13 for CHARLIE'S Ride – I'll be the one riding Dad's bike," adds Hensel!

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