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FOR IMMEDIATE RELEASE

2011 CHARLIE'S RIDE NAMES TED'S MONTANA GRILL AS PRESENTING SPONSOR
Partnering to Promote Heart Disease Awareness through Heart Healthy Eating

CHARLIE'S Ride – Cardiac Health Advocates Remembering Loved-ones Impacted Everywhere is proud to announce Ted's Montana Grill as our presenting sponsor. 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. With a shared passion to promote heart-healthy living, collaboration between CHARLIE'S Ride and Ted's Montana Grill is as natural as the paper straws reintroduced by the restaurant demonstrating their high standard of environmental responsibility.

Co-founder and CEO of Ted's Montana Grill, George McKerrow, Jr. has said, "I hope we continue to contribute not only to the health and well-being of the communities we operate in, but that we remain a voice in the industry, a company known for doing good things." Presenting the 2011 CHARLIE'S Ride embodies that spirit and serves as another example of how Ted's strives to weave itself into the local fabric of the community.

Ted's Montana Grill was originally established to preserve the American bison from extinction by educating consumers about bison's taste, health, and environmental benefits. Bison, considered a staple by many for a heart-healthy diet, is a nutritious lean meat rich in iron with less fat, cholesterol, and calories than beef or chicken. Ted's Montana Grill has been recognized by the Kids Involuntarily Inhaling Secondhand Smoke (KIIS), as all restaurants are nonsmoking, and by The National Restaurant Association for their deep commitment to the environment. The company incorporates many eco-friendly technologies and practices in its restaurants, including paper straws, water-efficient fixtures, recycled products, and low-voltage, compact fluorescent light bulbs in all the guest areas.

Founded in 2002 by media entrepreneur, environmentalist, and philanthropist Ted Turner and acclaimed restaurateur George McKerrow, Jr., Ted's Montana Grill has grown to 46 restaurants in 16 states. Locally, you can enjoy their made-from-scratch comfort food in nearby South Windsor at 500 Evergreen Way. Fresh food is the heart and soul of the Authentic American Dining experience that distinguishes Ted's Montana Grill. They offer a carefully crafted menu featuring National Bison Association-certified bison, Certified Angus beef, premium chicken, and seafood dishes. Ted's unique signature dishes are made fresh daily, with the finest ingredients – nothing frozen or microwaved.

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 more than \$4,000 for AHA, in addition to receiving a gubernatorial proclamation declaring Aug. 15, 2010 Heart Disease Awareness Day in Connecticut.

This year's event is scheduled for Saturday, Aug. 13, 2011. Registration is from 9:30 to 11:30 AM at TSI Harley-Davidson, located at 398 Somers Road, Ellington, Conn. 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 the age of 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, Conn. Riders and non-riders will enjoy the after-party 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. Admission is \$30/single and \$40/couple for ride participants or after-party guests. Pre-register before Aug. 1st and save \$5 (\$25/single and \$35/couple). 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. For more information about Ted's Montana Grill, please visit www.tedsmontanagrill.com, call 860-648-1100, or visit the nearest location at 500 Evergreen Way, South Windsor, Conn.. 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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