

In the last ten years
ROCK RIVER H.O.G. CHAPTER



and

WISCONSIN HARLEY-DAVIDSON
have raised over **\$2,032,000** for
Breast Cancer Research.



Last fall, over 2,250 riders and participants gathered for a day of scenic riding, great food, live bands, fabulous prizes and plenty of fun.

Join us this year for a ride over scenic Wisconsin country roads to a rain or shine party at the Olympia Resort & Sports Center, Oconomowoc.

The Rock River Chapter of Harley Owners Group, together with their sponsoring dealership, Wisconsin Harley-Davidson, Inc., holds only one fund raising event each year. Held annually on the last Saturday in September, it is the Rock River's Pledge Ride for Breast Cancer Research.

All money raised at this event benefits breast cancer research in Southeast Wisconsin. The dollars raised are directed towards researching new treatments, diagnosis and supporting innovative concepts or therapies which may be key to identifying new breast cancer treatments and, ultimately, a cure for breast cancer.

The Lady Riders Breast Cancer Foundation was established in 1995 by Joan Casey and the Rock River HOG Chapter. Joan was diagnosed with breast cancer in 1991 at age 34. Her remarkable courage and forthright spirit in fighting the disease was the impetus and inspiration behind the development of the foundation. The Lady Riders Breast Cancer Research Foundation dedicates these funds raised for researching the number one cancer threat to women — breast cancer. To date, through the support of the Rock River HOG Chapter, Wisconsin Harley-Davidson, Inc., and all those who participate in this event, the foundation has received over \$2,032,000 for breast cancer research.

Lady Riders Breast Cancer
RESEARCH FOUNDATION, INC.

Materials provided by the Center for Breast Care at Waukesha and Oconomowoc Memorial hospitals.

Saturday, Sept. 24, 2005

11th Annual

RIDE

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