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FOR IMMEDIATE RELEASE

**SECOND ANNUAL CELEBRITY BENEFIT MOTORCYCLE RIDE
RAISES FUNDS FOR CF RESEARCH AND HOPE FOR FAMILIES**

San Diego, CA – Plans are well under way for the second annual *Broc Glover's Breathe Easy Ride Against Cystic Fibrosis*, a celebrity motorcycle ride that will bring together the Who's Who of the motorcycle world on one day in one place to raise awareness and funds to benefit the Cystic Fibrosis Foundation, and its on-going mission to cure and control cystic fibrosis (CF). This year's ride will take place on Sunday, March 29th, starting in Old Town, Temecula, and following a scenic 100-mile route through San Diego and Riverside counties' most beautiful roads.

The *Breathe Easy Ride* was inaugurated in 2008 by American Motorcycle Association (AMA) Hall-of-Fame motocross champion, Broc Glover, shortly after his 6-year-old son, Dayne, was diagnosed with the cruel and life-shortening disease. The 2009 event will again see hundreds of participants riding side-by-side with many of motorcycling's most recognized legends, including five-time World Champion, Roger DeCoster, four-time World Champion Eddie Lawson, seven-time AMA Champion, Rick Johnson, and seven-time AMA Champion, Jeremy McGrath, and many others.

This year's Grand Prize Opportunity Drawing is for a brand new Yamaha Roadstar, custom-designed by Cobra Special Projects Division Director, Denny Berg. Tickets are available for \$10 a chance.

Cystic fibrosis is a genetic disease that affects the lungs and digestive system of about 30,000 children and adults in the United States (70,000 worldwide). A defective gene and its protein product cause the body to produce unusually thick, sticky mucus that clogs the lungs and leads to life-threatening lung infections. Ten million people (or 1 in every 7 Americans) are silent carrier of the defective gene. In the 1950s, few children with cystic fibrosis lived to

attend elementary school. Today, advances in research and medical treatments, funded by the Cystic Fibrosis Foundation, have further enhanced and extended life for children and adults with CF to a statistical 37 years. Despite these advancements there still is no cure for CF and far too many young people are losing their battles to this progressively fatal disease as early as in their teen years.

For more information on the event, to register, or to donate to the ride, visit www.BreatheEasyRide.com.

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Photos and celebrity interviews available upon request.