

# BOB'S BIKER BLAST



Temps were in the 70's for the morning ride out. It was a great ride on a perfect day ~ with clear sky, a cool breeze, & no chem-trails as we made our way to Harley-Davidson of Scottsdale, located at 15656 N Hayden Rd in Scottsdale, for Bob's Biker Blast. This was their 5th annual event, held in support of Phoenix Children's Hospital on November 5, 2016. It is a combined effort, co-sponsored by HDoS and GO AZ Motorcycles in Scottsdale and Peoria, along with entrepreneur and philanthropist Bob Parsons.

Vendor booths were set up outside the service area, manned with reps & distributors for Kuryakyn, Vance & Hines, Progressive Suspension, Performance Machine, & Everything LED. Specials were being offered in the Service Department for this weekend.

There was a lot of activity at HDoS, with a good looking turnout of people ~ even before the PCH Ride arrived. We met up with people we hadn't seen in a while, which is a bonus of these large-scale parties... You often get to re-acquaint with old friends, along with meeting new ones. There were numerous organizations represented along with a houseful of independent riders.

Bug Hall, of the Discovery Channel mini-series "Harley & the Davidsons" was available for photo ops & autographs. The Arizona Cardinals Cheerleaders were there as well. And of course who would pass up the shopping opportunities at the 'World's Largest H-D Dealership'?

Some 500 riders made the self-paced "I Ride For PCH" run from Phoenix Children's Hospital in Phoenix to HDoS. The entry fee included lunch, a commemorative bandana, a gift bag, & more.

We took a stroll over to the concert venue. There was a crew working to get everything ready for the anticipated crowd. The stage was flanked by VIP

seating areas, rows of picnic tables were set up for dining, bleachers were set up closer to the stage, there was a covered open-air bar with couches & big-screen TVs for watching the concert. Food vendors 'Up in Smoke BBQ' and 'Sweet Things' were joined by stations with plenty of refreshing adult beverages including Jack Daniels & Miller Lite. There was plenty of clear space stage-front for dancing. Big screens to either side of the stage would transmit images from the stage for the people further back in the audience.

If you had a motorcycle endorsement, entry to the concert was free for you and your passenger. An estimated crowd of 8,000 motorcyclists and music fans gathered to see country artists Montgomery Gentry, Craig Morgan, and Kellie Pickler perform.

Lisa Cyr of FX Promotions sent along this statement, "Mr. Parsons holds this event each year with two goals in mind. To raise funds for Phoenix Children's Hospital and to throw a free party for the entire riding community. Obviously those two goals are a little challenging to achieve in conjunction with each other. Where do the proceeds come from if you're letting everyone with a motorcycle endorsement into the concert for free? The ride from PCH generates some revenue, as does food and beverage sales and there are proceeds from ticket sales to non-riders and for the VIP Decks, as well as additional cash donations made at the gate. But the bulk of the donation each year comes from the Bob and Renee Parsons Foundation. That's right, Bob not only foots the bill for all the expenses associated with putting on Bob's Biker Blast, he also puts up the majority of the huge check presented to PCH. This year that check was \$250k! About \$180k of that check came from the Parsons Foundation.

"FX Promotions is tremendously honored to

have been a part of Bob's Biker Blast since its inaugural event in 2012. We look forward each year to working with the great folks in Mr. Parsons organization to make each Bob's Biker Blast bigger and better."

It is inspiring & heartwarming to observe that such wealthy people as Bob Parsons & his wife Renee are willing to dedicate themselves so deeply in their community, on behalf of numerous causes. You can learn more about The Bob & Renee Parsons Foundation via the website <https://www.tbrpf.org/>

There was SO MUCH positive feedback about this event. Bob Parsons and his team have hosted another rousing success. We're glad we could be there.

*Betsy & Bruce*

*Add'l check presentation photo from AZ Bike Week Charities*

PS: The only negative for the day, centered on the daytime band performing on the HDoS patio... The Big Swing Band, based out of Atlanta, is a very talented collection of musicians. But, they REALLY messed up. Who in their right mind would ever think that it is okay to use the Star Spangled Banner as part of a *sound check*?

In our opinion, it was too disrespectful for words. People in the area of the bandstand were conversing, as is expected... When they realized our National Anthem was being performed they started to stand, take off their hats, put their hands over their hearts... All the things a patriotic person does. Let us say, it was a very "individualized" rendition of the Anthem... But people were showing respect all the same. And then they cut the Anthem off part way through & continued on with another song for their sound check. *Unf'kingbelievable!*