

Peace Out, Prostate Cancer Ride

The 3rd annual Peace Out, Prostate Cancer Ride took place on April 6, 2016 ... the first official ride of Arizona Bike Week's 20th Anniversary.

For those who may be unfamiliar with this event, it is a 'Labor of Love' created by Shelley Martin. "I started this ride in 2013 in honor of my dad, James Martin, and my grandpa, Louis Rivetts, that both passed away from prostate cancer. I wanted to make a difference and bring awareness to men and prostate cancer. Everyone talks about breast cancer but nobody talks about prostate cancer. So I did. I live every day to make my dad and grandpa proud... I know they are and it makes me emotional just thinking about it."

This ride departed from HD of Scottsdale, 15656 N. Hayden Rd, 85260. Close to 400 riders participated in this self-paced ride which included a ride around Saguaro Lake, plus stops at What the Hell Bar & Grill and AZ Guns. There were raffles and an auction at Dirty Dogg Saloon; with an impressive collection of items up for bid including gift baskets, paintings, a hand-built replica of a wooden sailing ship, a 2-night stay at AZ Grand Resort & Spa and another at Hannigan Meadows; a pistol & accessories from AZGuns.com, gift cards from FOX Restaurants and Discount Biker Supply, plus \$500 in various items from Harley-Davidson of Scottsdale. The run

finished at opening day of Arizona Bike Week, with last card drawn for the poker run at 5pm. Shelley announced Best and Worst hands from the stage at West World. Best Hand winner received a \$100 gift card to H-D of Scottsdale and Worst Hand won a \$50 gift card to H-D of Scottsdale. The night's AZ bike Week activities included concerts by Blackberry Smoke and Joan Jett & the Blackhearts.

The beneficiary of this event is the Prostate Awareness Project. Shelley explained, "Founder Robert Hess has been a very big part in helping to guide me in the right direction. He is a prostate cancer survivor. We support his organization. We also pay to have men get their PSA levels tested via blood draw. We go through Healthwaves for the blood screenings. The tests are done at Harley-Davidson of Scottsdale. If men cannot get there, then we will pay for their test at Healthwaves. Men are now less afraid - we usually have 20 men sign up for the blood draws. We just had our biggest testing turnout yet, with 86 men getting their blood drawn!" She continued, "We are working toward offering grants for those men that need assistance either getting further testing and/or helping them pay some of their medical/survival bills while fighting prostate cancer."

Shelley extends thanks to, "Chuck Franklin Law, all of our stops for our

poker run, Buddy Johnson, Jack Schit, Robert Hess www.prostatetracker.org, Oreganos, all of our volunteers (there are a lot), Two Gals Events, and The Gatekeepers."

Mark your calendars. The 2017 Peace Out, Prostate Cancer Ride [<http://peaceoutprostatecancer.org/>] will again be the first ride of AZ Bike Week... Wednesday April 5, 2017.

But BEFORE that ~ you can support Shelley's additional efforts on behalf of cancer victims by supporting the Bikers For Boobies fundraiser coming up this month, October 22nd. She began THIS event about nine years back... with a desire to create something to help those diagnosed with breast cancer. Fast forward from humble beginnings of 120 riders at the first run to 2014, where they had over 1500 bikes and raised over \$60,000. This ride starts at Harley-Davidson of Scottsdale - 15656 N Hayden Rd., Scottsdale 85260. Register & Check-in 11-2pm. \$25/sgl, \$45/cpl includes lunch. Music by Rowdy Johnson at HDoS. The ride stops are at The Beaver Bar, Connolly's, & Roadhouse. The final destination is the Dirty Dogg, with music by Jacob Waltz Band, Whiskey Dogz, and Skarlett Fever. FMI: www.bikers4boobiesaz.org

Thank you, Shelley, for your help with this article.

Betsy

