

-- Riding For the Long Haul --

The 4th annual Riding For the Long Haul, the annual motorcycle safety event put on by AMSAF - Arizona Motorcycle Safety & Awareness Foundation, was held on Sunday March 4, 2018 at El Zaribah Shriners Auditorium in Phoenix. The AZ Motorcycle Safety & Awareness Foundation's [AMSAF] mission is to promote motorcycle safety and awareness and reduce motorcycle crashes and fatalities. "Riding for the Long Haul is a way to show the public and the motorcycle community how we are accomplishing that mission and gain their support."

Each year this event has grown. Free entry makes it difficult to track attendance. Last year showed about 1000 attendees & AMSAF Executive Director Mick Degn estimates this year's attendance growth at around 30%.

There were 15 major sponsors with booths at the event + approximately 40 vendors. **Sponsors** exhibiting at the event included: Arizona Department of Transportation, and AZ Governor's Office of Highway Safety Director, Alberto Gutier; Dignity Health; AZ Trauma Association; The Husband and Wife Law Team {Breyer Law Office}; Law Tigers; Desert Wind Harley-Davidson; Go AZ; TEAM AZ; Ride Now Metric & Indian; Motorcycle Safety Foundation; Honor Health; Native Air; HealthSouth; Banner Health; & Steel Horse Sisterhood Charities. **Vendors** included: D&D Discount Motorcycles; J & M Corp; Dwn n' Out; Royal Riding; Blades & Shades; Amazing Lips with Angela; HeadKace Mo-

torcycle; Liberty Mutual; Damsel In Defense; Chandler Medical Health & Spine; Wanderlust Wellbeing; Dean Speed Customs; Kaleidoscope custom moto seats; JD's Biker Supply; Accident Scene Management; Thunder Valley Rally; Sendout Cards; Harley Davidson Fleet/police; A.B.A.T.E.; MMA; Lady ACES Massage; With A Twist Marketing; Helmet Center; Donor Network of AZ; El Zaribah Shrine Motorcycle Unit; Thigh Brush; Patch Works; Iron Maiden Boutique; Phoenix, Mesa, & Chandler Police; Combat Dolls; & B-12 Bombshell girls.

Entertainment included music by Moonshine Voodoo Band. There was a People's Choice Motorcycle show and a ride-through food tent. AMSAF had a ride-in photo booth where you could get your picture taken on your bike with pin-up girls.

There were Motor Officers precision riding team demonstrations with officers from both Chandler & Mesa PDs. They also demonstrated how to pick up a fallen motorcycle. Team AZ did a demo on preparing your bike to ride (TCLOCS). There were various speakers including motorcycling celebrity Adam Sandoval. Approximately 16 people participated in the Blood Drive.

The "Safety is Sexy" Fashion Show displayed the latest in motorcycle safety equipment and après riding fashion. Special thanks go to Sandy Zeller of Iron Maiden Boutique and David Steele from Helmet Center.

Many donated raffle prizes were given out

throughout the day. There was also a Grand Prize raffle (valued at \$2500) donated by Law Tigers and the Husband and Wife Law Team that included a 3-Night stay at DalCon River Run, Laughlin; with concert tickets for 2 + \$1,000 Cash. The grand prize was won by Dustin Gerlach.

AMSAF thanks "all of our sponsors and donors but especially our Title, Platinum and Supporting sponsors: Governor's office of Highway Safety, Dignity Health, Arizona Trauma Association, Law Tigers, and The Husband & Wife Law Team."

As much as this is an educational event, it is also a fundraiser for AMSAF. All but a small % of these monies {for operating expenses} go toward the AMSAF Rider Education Scholarships Fund. If you are unfamiliar with the scholarship program, visit www.amsaf.org/scholarships/ and follow AMSAF on Facebook at [/AMSAF.ORG/](https://www.facebook.com/AMSAF.ORG/) The event netted just under \$30,000. AMSAF is continuously seeking grants & donations to help provide more scholarships to our riding community. So far, AMSAF has provided rider education classes to more than 2500 beginning and basic-level riders.

Donations are tax deductible. Volunteers are also appreciated. Find out more at www.amsaf.org/

Thank you to Mick and to Gelman for your help with this report.

Betsy

There are lots more pix to check out on the AMSAF FB page at www.amsaf.org/photo-gallery/.

