



MOTORCYCLE ADVISORY

Riding for the Long Haul to focus on motorcycle safety statewide

February 5, 2016, Phoenix, Arizona – Between 2005 and 2014, Arizona experienced 1447 motorcycle fatalities and 7874 serious injuries. Motorcycle fatalities encompass 16% of total vehicular fatalities in Arizona even as motorcycle registrations continue to increase. The Arizona Motorcycle Safety and Awareness Foundation (AMSAF), the State of Arizona and several healthcare and industry sponsors, are working together to help reduce motorcycle crashes and fatalities.

On March 12, 2016, the second annual “**Riding for the Long Haul**” event will be held at Desert Wind Harley-Davidson, which is located at 922 South Country Club Drive in Mesa, Ariz., from 10:00 AM to 5:00 PM. Motorcycle enthusiasts will have the opportunity to engage in interactive education and see latest in safety gear. The event also will include stunt riders and the ability to peruse the latest in motorcycle technology. In addition, there will be more than \$10,000 in raffle prizes including a grand prize of four nights in Laughlin for two, two concert tickets in Laughlin, \$1500 in cash and two week passes for Arizona Bike Week. There also will be eight food trucks, music and vendors from the state and the motorcycle business community.

The interactive day will help educate Arizona communities and focus efforts on reducing motorcycle crashes and fatalities. The event also will showcase key vendors from the State of Arizona, major healthcare providers and insurance companies, motorcycle businesses and law firms.

Several keynote speakers from the State of Arizona will be present. All profits from *Riding for the Long Haul* will benefit AMSAF and its mission to provide motorcycle training scholarships to anyone needing training and certification in the State of Arizona

For more information, visit AMSAF at or www.amsaf.org.

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