

The Beach Cruiser

Seminole Hard Rock Roadhouse's Biker Fusion Event Announces support of Black Hawk Medevac Units

February 21, 2009



DAYTONA BEACH, FLA. –February 17th, 2009– Seminole Hard Rock Roadhouse and Biker Fusion organizers announced today that this year's Daytona Bike Week Fusion event and fund-raiser will benefit Black Hawk Medevac units in Afghanistan. The event will be held on Thursday, March 5th at the Dog House on Main Street, Daytona.



Black Hawk Medevac Units include amazing men and women that serve as medics, pilots and crew that save lives by treating and transporting our wounded heroes. When a soldier is wounded, the roar of a U.S. Black Hawk helicopter with its large red cross underneath means they just might survive. The arrival of the Hawk means a soldier knows they are getting out and the Medevac members know the chances of

saving a wounded soldier are best if he receives medical attention with a crucial "golden hour". These heroes see another side of the war up close. They live in remote bases that almost never have any creature comforts including showers.

The funds raised at Biker Fusion will sponsor Soldier's Angels backpack care packages. Each backpack is approximately \$50 hard cost and include logo blanket, sweat pants, logo zipper hooded sweatshirt, logo t-shirt, socks, cotton knit boxers, knit beanie cap, 60 min phone card, toiletry kit in logo bag, snack and never forget coin. Additional items such as computers, ipods, and other 'cool' items are also included when funds allow. Due to the remote locations of the Units, the backpacks will be shipped to a Convoy Support Center that will deliver them. Additional backpacks will be distributed to our wounded heroes that include a handmade blanket, adaptive sweat pants, logo zipper hooded sweatshirt, logo t-shirt, socks, cotton knit boxers, knit beanie cap, global phone card and toiletry kit in logo bag.

To raise funds, Biker Fusion will auction off one-of-a-kind Hard Rock Fender Guitars specially designed by event hosts, Ami James, Christian Clayton, Shelly Rossmeyer and Billy Lane. Additionally, Biker Fusion message cards will be available for donations at any level. The Fusion cards have an image provided courtesy of reknown photographer, Michael Lichter, and supporters are encouraged to write a message to the Black Hawk Medevac soldiers and to wounded soldiers the Hawks will share them with. Each backpack will be stuffed with the cards.

Biker Fusion is a chance for the general public to mix with the industry elite for a great cause. All proceeds go to Soldier's Angels and there will be a live auction, featuring Hard Rock Fender Custom Guitars, bikini contest, and a limited amount of admission tickets sold to the general public for a \$25 donation. It is always a good time and even better when we see the outpouring of support for our soldiers serving overseas.

Soldier's Angels "May no soldier go unloved" mission is to "Provide care and comfort for our Soldiers" and offers a multitude of programs and projects to support the effort. For more information, please visit www.soldiersangels.org.

Biker Fusion - Daytona Bike Week is sponsored by Seminole Hard Rock Roadhouse, R&R Promotions, Bruce Rossmeyer's Destination Daytona, The Dog House, American Honey, 360 Brake, Baker Drive Train, Wild Turkey, Spectro Oils, Hot Leathers, Love Hate Choppers, Choppers Inc, Sucker Punch Sally's, Rise Above Consulting, Biker Design, Two b Printing, Stevensons Cycle, Brass Balls Bobbers and Stripper Juice.