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Daytona Biker Fusion Raises Over \$24,000 for Soldier's Angels

DAYTONA BEACH, Fla. --March 16, 2008-- The Seminole Hard Rock Roadhouse's Biker Fusion party was once again the hottest event in Daytona during Bike Week 2009. The event was held Thursday, March 5 at the Dog House Bar & Grill on Main Street and raised over \$24,000 for Soldiers Angels, and organization whose mission is "may no soldier go unloved."

Hosted by Ami James, Christian Clayton, Bruce Rossmeyer and Billy Lane, this year's Biker Fusion featured custom bikes, industry celebrities, a photography exhibit by Michael Lichter and Josh Kurplus, a bikini contest and live auction. Daytona's unofficial "Mayor" Rossmeyer welcomed everyone to Daytona and Industry notable Bert Baker recognized and thanked all of the sponsors. , Sgt. 1st Class Toby Nunn spoke on behalf of all of the soldiers and heroes Soldier's Angels supports. Then Ami James and Russell Mitchell took on the roles of Auctioneers and raised thousands of dollars in the live auction of custom skateboards by Buck Wild and Hard Rock Fender Guitars specially designed by the Billy Lane and Ami James. Throughout the evening, Biker Fusion message cards with an image from renowned photographer Michael Lichter were available in exchange for a donation at any level, and supporters were encouraged by Christian Clayton to write notes to the troops that would be stuffed in backpacks being sent to Afghanistan

A special highlight of the evening and in the spirit of Paying it Forward, Billy Lane donated a 1976 Harley Showelhead that he had received from Vietnam Veteran, Bion Howard, to a 3-tour Vietnam Veteran Hero on stage. Leon Roy was the recipient and chosen by the Commander of the Military Order of Purple Hearts of Florida, of which many members were there to share in this special tribute along with members of the Patriot Guard. Leon, in expressing his sincere appreciation stated, "I've never received anything in my life... except a Purple Heart and now this bike"...He also shared that once he gets too old or ill to ride, he would Pay it Forward to another.

The sponsors, auction, message cards and other donations, including a \$10,000 donation from Seminole Tribe of Florida leader Max Ocoola, totaled over \$24,000. Additional proceeds will come from an online auction of Christian Clayton's Hard Rock Fender that was used by Avril Lavigne and, hand-painted by hotrod artist Sara Ray. The auction will start soon so look for updates on www.suckerpunchsallys.com and www.soldiersangels.com. All event proceeds of Biker Fusion will support the Black Hawk Medevacs Units and wounded in Afghanistan by underwriting Soldier's Angels backpack care packages, which provide clothing, toiletries, phone cards, a personalized Biker Fusion message card and other amenities to wounded soldiers and soldiers serving in remote units.

"While Biker Fusion is a great party, the event also has the important goal of raising money for those who defend our freedom," said event promoter Carrie Repp of R&R Promotions. "Despite the current economic situation, the motorcycle industry once again showed its legendary generosity as everyone came together to support our troops. Hats off to our hosts for their time in helping me and my partner Ken Conte put this special night together"

Thanks go out to all who participated and to the Biker Fusion sponsors: Seminole Hard Rock Roadhouse, R&R Promotions, Rise Above Consulting, Bruce Rossmeyer's Destination Daytona, The Dog House, American Honey, 360 Brake, Baker Drivetrain, Wild Turkey, Spectro Oils, Hot Leathers, Exile Cycles, Love Hate Choppers, Choppers Inc, Sucker Punch Sally's, Rise Above Consulting, Biker Design, Two B Printing, Stevenson's Cycle, Brass Balls Bobbers and Stripper Juice.