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FOR IMMEDIATE RELEASE  
Sept. 17, 2007

## **8,700 Bikers for Babies Raise More Than \$600,000 for March of Dimes**

Overland Park, Kan. – More than 8,700 motorcycle riders gathered at Kansas Speedway Sunday for the 13<sup>th</sup> Annual Kansas City Bikers for Babies RIDE presented by Farmers Insurance. Participants raised a record \$600,000 to benefit the March of Dimes, making the event the largest and most successful motorcycle ride in organization history.

In surpassing the 2007 goal of \$600,000, the event has raised \$3 million in Kansas City over its 13-year history. Participants enjoyed an 88-mile all-Kansas ride, complimentary lunch, People's Choice Bike Show presented by Gail's Harley-Davidson, Dealer's Expo, Extreme Traction Trials Riders demonstrations and live music by Lynryd Skynyrd tribute band *The Edge of Forever*.

The American Motorcycle Association-sanctioned ride was sponsored nationally by Kawasaki. Presenting sponsor Farmers Insurance presented a \$100,000 check to the March of Dimes while local sponsors 98.9 The Rock, KCTV5/KSMO and Hooters were catalysts of the event's success.

Jim Sfetko of Parkville, Mo., was the winner of the 2008 Harley-Davidson Dyna FXDB Street Bob, courtesy of Worth Harley-Davidson North. Ed Hale once again led the Bikers for Babies fundraising efforts. Hale, the top fundraiser for all Bikers for Babies events in the country, collected more than \$71,000 this year with the help of his "Posse." Hale and his fundraisers were applauded as they dumped the cash on stage during the morning's opening ceremonies.

The March of Dimes mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. It carries out this mission through research, community services, education and advocacy to save babies.

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