



5th June 2017

## Ride Sunday to Ride for Change

On the 2nd of July 2017, tens-of-thousands of two-wheeled enthusiasts around the world will lace up their boots, strap on their helmets and ride together in aid of various charities that together, work tirelessly to improve the lives of so many. You may find yourself asking what could be drawing these men and women together from across the globe; the answer to that, is Ride Sunday.

Ride Sunday is a worldwide motorcycle event which works to bring together all motorcycling communities in a free and all encompassing charitable event. It's the one day a year where all riders can jump on their bikes, and ride to change the world. It is an event for all motorcyclists to unite and create friendships to raise funds for causes that they care about. Ride Sunday is celebrated around the world on the same day, Sunday 2nd of July.

Motorcyclists value life; they feel it every time they drop into first gear and open throttle. This is their opportunity to raise funds for the lives that truly need it; to give people a chance, to invest in humanity, redefine global fundraising and rewrite the perceptions of motorcyclists. We may be thousands of miles apart, from hundreds of different cities, and speak multiple different languages, but there's one that we share - a love and desire to support those in need.

Mark Hawwa, the founder of Ride Sunday, truly believes that motorcyclists are the world's most charitable people. "Nearly every ride that riders take part in is based around a good cause. What we aim to do is to bring together charities, causes and manufacturers, in order to create an event that is going to change the world".

Ride Sunday's goal is to raise \$2 million in its inaugural year. Within 3 years Ride Sunday looks to raise \$20 million, and within 5 years aims to reach \$50 million for causes that connect with its riders. In its debut year, the Ride Sunday team has onboarded some of the largest national and international charities across all charitable sectors. But it doesn't stop there, to help unite riders with even more charities, the team will continue to onboard charities past the event launch and up until Ride Sunday itself!

And if raising funds to change the lives of others isn't motivation enough, Ride Sunday has on offer for the rider who raises the most funds globally, a brand new motorcycle! Any make, any model, to the value of \$15,000 USD from anywhere in the world! Because incredible work deserves an incredible reward. So get involved, sign up and spread the word - Ride Sunday is fast approaching and there's never been a better time to do something you love for a cause you love. It's time for all riders to rally together and ride for change!

No matter who you are, or where you are; you can Ride Sunday.

**For more information and to register to ride, visit: [www.ridesunday.com](http://www.ridesunday.com)**

**Or, contact Stephen Broholm: [stephen@ridesunday.com](mailto:stephen@ridesunday.com)**