

For Immediate Release
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RONNIE JAMES DIO STAND UP AND SHOUT CANCER FUND STREET PARTY AT HARLEY DAVIDSON GLENDALE LAUNCHES 2ND ANNUAL "RIDE FOR RONNIE" MOTORCYCLE RALLY & CONCERT

RAFFLE FOR CUSTOM PAINTED "HOLY DIVER" HARLEY RAISES DOLLARS AND AWARENESS FOR CANCER CHARITY

The Ronnie James Dio Stand Up and Shout Cancer Fund held a Street Party last Saturday (March 5) at Harley-Davidson of Glendale to launch its 2nd Annual **RIDE FOR RONNIE** Motorcycle Rally & Concert. Attendees were able to pre-register for the upcoming event, which will be held on Sunday, May 22, 2016. During an afternoon of live entertainment provided by DIO DISCIPLES, GABBIE RAE, BUDDERSIDE and THE LOVELESS, the winning ticket was drawn for a one-of-a-kind "Holy Diver" Harley Motorcycle. More than 400 tickets were sold both online and in person at the event with 100% of the net proceeds going to the Dio Cancer Fund.

"Boston" Tom Foresteire of Northridge won the 2015 FXDB "Street Bob" model Harley that was custom-painted with the illustration that graced the cover of Ronnie James Dio's iconic "Holy Diver" album. Additionally, 10 winners were drawn who received a pair of tickets to the May 22 event.



"Holy Diver" Harley winner "Boston" Tom Foresteire (far right) joins (from left) Event host DJ Will, Harley Davidson Glendale owner Oliver Shokouh and Wendy Dio on stage after winning ticket is drawn. (photo by Craig Newman)



Dio Cancer Fund co-founder Wendy Dio congratulates "Boston" tom Foresteire on winning the "Holy Diver" custom-painted Harley (photo by Sharon Weisz)

The 2nd Annual **RIDE FOR RONNIE** Motorcycle Rally and Concert will depart from Harley-Davidson of Glendale at 11AM and ride to Los Encinos Park in Encino, where attendees will be treated to an afternoon of live music, raffle/silent auction, food trucks and more. The Inaugural Ride, held last May 2015 as part of a weekend of events commemorating the 5th anniversary of the passing of Ronnie James Dio, drew over 300 riders and fans. Several dozen riders pre-registered for the **RIDE FOR RONNIE** during the street party, which also yielded revenue for the charity from merchandise sales and direct donations.



Rocker Gabbie Rae relaxes before her set. (photo by Sharon Weisz)



Crowd enjoys set by headliners Dio Disciples. (photo by Mary Kusnier)

The Ronnie James Dio Stand Up and Shout Cancer Fund was formed in memory of the legendary rock singer Ronnie James Dio, who lost his life to gastric cancer in 2010. SUAS has already raised over \$1million for cancer research projects in its short history. Just recently, Jimmy Bain, the original bass player in Dio, died of lung cancer and Lemmy Kilmister, the celebrated leader of Mötörhead, lost his battle with what was deemed an "extremely aggressive cancer" just after Christmas. These and other high profile deaths attributed to cancer have only reinforced the commitment of the Dio Cancer Fund to support research and education that furthers early detection, prevention and treatment of prostate, colon and gastric cancers. Portions of the money raised thus far has been allocated to the cancer research work of the T. J. Martell Foundation for Cancer, AIDS and Leukemia Research, and the Gastric Cancer Research Unit of the M.D. Anderson Cancer Center in Houston, where Ronnie was treated during the last six months of his life.



Riders pre-register for 2nd Annual "Ride for Ronnie" at street party at Harley Davidson Glendale (photo by Sharon Weisz)



Wendy Dio with Dio Disciples (photo by Mary Kusnier)



Merch booth did brisk business. (photo by Sharon Weisz)

Visit: www.diocancerfund.org for more information.

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