



FOR IMMEDIATE RELEASE:

Motorcyclists Gather for the Annual Manitoba Ride for Sight



July 6, 2009, Winnipeg, MB – On Saturday July 11th, at 11 a.m. hundreds of motorcyclists will depart from the Flying J Travel Plaza in Headingly, MB to Treherne for Ride for Sight, a motorcycle fundraiser in support of the Foundation Fighting Blindness. In Treherne, motorcyclists who have raised money for the cause will enjoy a free weekend of festivities, beginning Fri. July 10th to 12th. The weekend is planned and organized entirely by dedicated volunteers.

Don and Diana Norris of Winnipeg have been participating in the Manitoba Ride for Sight for more than 20 years. "It is important to us," say the long-time volunteers who go by the nicknames of "mugs and jugs". "We especially enjoy getting together with the other people, some of whom we only see once a year."

This year's festival activities include annual favourites such as motorcycle games, Show & Shine, an assortment of vendors, and live entertainment.

"Many Ride for Sight participants ride in support of a family member affected by vision loss. And the community has always pulled together to deliver an amazing event for a good cause," says Steve Eveleigh, Event Chair.

Motorcyclists raising a minimum of \$50 in their donor books are eligible for awards and can enjoy the weekend for free. Those who would like to access the grounds for the games and concert are welcome to join in the fun for a \$50 gate fee, which allows them access for the weekend. You can also fundraise online at www.rideforsight.com, click "Register - Online Fundraising" in the top right corner.

For further information on the Manitoba Ride for Sight and how you can take part as well as become a partner in the fight against blindness, call toll-free 1-800-461-3331. You can also visit our website at www.rideforsight.com and click on the Manitoba tab. If you don't ride a motorcycle and would still like to participate, become a virtual rider! Get donations online!

Ride for Sight Nationwide

Last year, Ride for Sight participants nationwide raised \$1.2 million in donations for the Foundation Fighting Blindness. Ride for Sight takes place in eight regions across the country and is the longest running motorcycle charity fundraising ride in Canada. Since it began 30 years ago in Central Ontario, it has raised more than \$17 million.

About The Foundation Fighting Blindness

The money raised goes to the Foundation Fighting Blindness, which is dedicated to funding research into the causes, treatments and cures for retinal diseases that cause blindness such as retinitis pigmentosa, Usher syndrome (deaf-blindness), Leber congenital amaurosis, age-related macular degeneration and other retinal diseases that lead to blindness. More than two million Canadians suffer from retinal diseases.

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