



**FOR IMMEDIATE RELEASE:**

## **Maritimes Ride for Sight gives hope to families affected by blindness**



**May 25, 2009, Aylesford, NS** – On June 5<sup>th</sup> to 7<sup>th</sup>, hundreds of motorcyclists will gather for the 27<sup>th</sup> annual Ride for Sight, a motorcycle fundraiser in support of the Foundation Fighting Blindness. On Saturday, June 6<sup>th</sup>, motorcyclists will parade from Wandlyn Inn Kentville in Coldbrook, Nova Scotia, at noon, and ride to Fox Mountain Camping Park in Aylesford, Nova Scotia.

"Each year we welcome both motorcycle riders and non-riders to come out and support this great event," says Chairperson Lonnie Gosbee. "It's a weekend long celebration which raises money for the Foundation Fighting Blindness, which is the largest, non-government contributor to vision research in Canada."

This year's festival activities include annual favourites such as motorcycle games, Show & Shine, an assortment of vendors, and live entertainment. This year, *Silent Thunder* will play on Friday and Saturday night.

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

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 \$30 gate fee, which allows them access for the weekend. You can also fundraise online at [www.rideforsight.com](http://www.rideforsight.com), click "Register - Online Fundraising" in the top right corner.

For further information on the Maritimes 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](http://www.rideforsight.com) and click on the Maritimes 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.

-30-

### **Media Contacts:**

**Tamara Petrou**, Foundation Fighting Blindness, Tel: 1-800-461-3331, ext. 25, Email: [tpetrou@ffb.ca](mailto:tpetrou@ffb.ca)  
**Marina Pellas**, Foundation Fighting Blindness, Tel: 1-800-461-3331, ext. 22, Email: [mpellas@ffb.ca](mailto:mpellas@ffb.ca)