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## NEWS

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FOR IMMEDIATE RELEASE

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### **HARLEY-DAVIDSON HELPS DIVAS PUT THE BRAKES ON BREAST CANCER** Company Supports Divas For A Cure Breast Cancer Motorcycle Run

MILWAUKEE (June 17, 2008) - Harley-Davidson Motor Company is proud to announce its participation in the third annual Divas For A Cure (DFAC) Annual Cross-Country Breast Cancer Motorcycle Run. Hundreds of motorcyclists and motorcycle enthusiasts will make their way to Atlanta, Ga., to kick off the event on July 19. The annual motorcycle run is organized by DFAC, a service-based nonprofit organization dedicated to raising cancer awareness through early detection, education, screenings and supporting research for eradicating cancer. Last year DFAC raised \$50,000 for breast cancer research. The organization is looking forward to reaching a target of \$100,000 from this year's ride. The DFAC motorcycle run is scheduled to take place from July 16 to Aug. 6 with donations presented to the University of Texas M. D. Anderson Cancer Center - Nellie B. Connally Breast Center.

Along with Harley-Davidson attendees, the ride features the "Divas" including Founder and President of the organization Jan Emanuel-Costley, Vice-President Aj Coffee, Cynthia Marcy and Elaine Thomas. Road captains will accompany the "Divas" from the National Association of Buffalo Soldiers & Troopers Motorcycle Club. The DFAC run will include "Meet and greet" events at various participating Harley-Davidson dealerships along the route where people will have the opportunity to make donations or register to ride. The "Divas" are also scheduled to participate in a VIP tour of the Harley-Davidson Museum on July 22 guided by Curatorial Director, Jim Fricke. "We are very excited to have Jan Emanuel-Costley and her supporters tour our exciting new museum. Similar to Jan's commitment and passion to bring awareness to breast cancer, we are just as committed to support great efforts like the Divas For A Cure ride and other community-focused initiatives," said Jim Fricke.

The 6,000-mile ride is scheduled to depart from Brown Mills, N. J., to official kick-off city of Atlanta; Atlanta to Canada; Canada to the National Bikers Roundup in Pennsylvania; down the East Coast; and finally returning back to Atlanta. The meet and greet dates will begin following the initial departure from New Jersey. More details on the route are available online at [www.DivasForACure.org](http://www.DivasForACure.org). The riders, featuring the "Divas" and members of the Buffalo

Soldiers & Troopers Motorcycle Club, will make their first meet and greet appearance July 16 in Greensboro, N.C. "Our mission is simple. Breast cancer awareness and early detection is key to survival. I am living proof. We are simply ordinary women trying to do extraordinary things to impact the lives of women in our community, and change the image of women in motorcycling. We are committed to the cause until there is a cure," said Jan Emanuel-Costley.

The DFAC motorcycle run includes stops at various Harley-Davidson dealerships where the "Divas" hope the community will show their support by making a donation to the cause, registering to ride with the group to the next city or to support their efforts. Harley-Davidson dealership stops include:

- Harley-Davidson of Greensboro, Greensboro, N.C. (July 16)
- Harley-Davidson of Clayton County, Morrow, Ga. (July 19)
- Harley-Davidson of Louisville, Louisville, Ky. (July 20)
- A.D. Farrow Co. Harley-Davidson, Columbus, Ohio (July 21)
- House of Harley-Davidson, Greenfield, Wisc. (July 22)
- Motor City Harley-Davidson, Farmington Hills, Mich. (July 23)
- Boston Harley-Davidson, Everett, Mass. (July 25)
- Harley-Davidson of Ocean County, Lakewood, N.J. (July 26)
- Harley-Davidson reception at the Annual National Bikers Roundup at the Westmoreland Fairgrounds, Greensburg, Pa. (July 31)

For more information on Divas For A Cure, registration, donation information, dates and event times, visit [www.DivasForACure.org](http://www.DivasForACure.org). For further information or to schedule an interview with Jan Emanuel-Costley or Harley-Davidson during the event, please contact Charisse Browner at (323) 469-8680 ext 240.

*Harley-Davidson Motor Company, the only major U.S.-based motorcycle manufacturer, produces heavyweight motorcycles and a complete line of motorcycle parts, accessories and general merchandise. For more information, visit Harley-Davidson's Web site at [www.harley-davidson.com](http://www.harley-davidson.com).*

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