

**SUN.
SEP.
24TH
2017**

CHARITY PARTNER



PRESS RELEASE: 2017 DISTINGUISHED GENTLEMAN'S RIDE

Global: The spectacle that is the Distinguished Gentleman's Ride is coming to a city near you, with 70,000 dapper men and women riding classic and vintage styled motorcycles for charity on Sunday September 24th.

Streets across the world will be humming with the tune of classic and vintage style motorcycles passing through over 600 cities in a spectacular parade to raise funds and awareness for prostate cancer and mental health programs on behalf of official charity partner, the Movember Foundation.

Distinguished details include:

- Founded in 2012 by Mark Hawwa, Sydney Australia
- Raised over \$8M USD for charity since 2013
- 2017 target of \$5M USD for prostate cancer and mental health programs on behalf of The Movember Foundation
- 70,000 registered riders to raise funds and participate within 600 cities across 95 countries during 2017.
- Global celebrity ambassadors
- Major rewards for fundraisers and donors including motorcycles and luxury watches from major partners Triumph Motorcycles and Zenith Watches

For further information including comprehensive press release, launch video and image gallery visit press.gentlemansride.com

For further media enquiries contact Stephen from The Distinguished Gentleman's Ride.

Stephen Broholm | stephen@gentlemansride.com | +614 1114 2725

WWW.GENTLEMANSRIDE.COM

