

3rd Annual Bob's Biker Blast to Benefit Phoenix Children's Hospital

Written by Christina Tetreault

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Get your boots on and bandanas ready! Saturday, October 18th marks the [3rd Annual Bob's Biker Blast](#). [Harley-Davidson of Scottsdale](#) and [Go AZ Motorcycles](#) will turn their 14-acre motorcycle campus into the ultimate biker playground for the annual rally. The **free** all-day event pays tribute to the motorcycle community and helps raise critical funds for [Phoenix Children's Hospital \(PCH\)](#).

The party will be thrown by the Valley's most "prolific party thrower" Bob Parsons. Last year, [Bob's Biker Blast](#) drew 10,000 attendees and helped raise more than \$80,000 for [Phoenix Children's Hospital](#).

The day of events will kick-off, or should I say "drive-off," with a charity ride through the city from [PCH](#) to the dealership. The party goes all day and will then end with a BANG with a performance by **Rock and Roll Hall of Famer Heart**.

[Bob's Biker Blast](#) is the final stop for the dealerships' (Harley-Davidson of Scottsdale and Go AZ Motorcycles) month long "I ride of PCH" initiative. The initiative has focused on recognizing the diversity within the riding community and celebrating the positive impact riders have on the world. <http://youtu.be/qU5nAPaf0UA>



Event Time-line:

Kick-off Ride Departing from PCH

9:30 AM – 11:00 AM

Live music performed by School of Rock Scottsdale

Hundreds of riders

PCH patient alumni

Arizona Pageant Girls

Group ride departs from PCH at 11:00 AM traveling north on the 51 to the 101

12:00 PM – 4:00 PM

Live music

Food vendors

Hundreds of riders

Theo Rossi, aka "Juice", from Sons of Anarchy

Melissa Paris, AMA Pro Road & Spanish CEV Racer

4:00 PM – 10:00 PM

Thousands of riders and music lovers

Globe of Death Thrill Show

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Headline Performance by HEART!



Concert admission is **free** for riders with a motorcycle endorsement or with a twenty-dollar donation to PCH at the gate. Campus wide activities are open to the general public and perfect for the whole family. One hundred percent of rider registration fees and concert ticket and tee-shirt sales, as well as a percentage of proceeds from the sale of food and beverage, will benefit PCH.

"All proceeds go to Phoenix Children's Hospital," said Bob Parsons. "And I'll let you in on a little secret, The Bob & Renee Parsons Foundation is going to match those proceeds to boot – so we raise a lot of money for the kids."