

Harley-Davidson of Scottsdale and Bob Parson Hosts 5th Annual Bob's Biker Blast

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The 5th Annual Bob's Biker Blast is scheduled to roll into Scottsdale on Saturday November 5, 2016, at Harley-Davidson of Scottsdale. The yearly event, hosted by entrepreneur and philanthropist Bob Parsons, is a chance for bike enthusiasts and music lovers alike to have a "blast" while making a difference. Bob's Biker Blast celebrates the diversity within motorcycling and the positive impact bikers have on their community, with proceeds benefitting Phoenix Children's Hospital. Including a generous donation from The Bob & Renee Parsons Foundation, last year's event raised more than \$1 million.

"Bob's Biker Blast is an epic celebration of music, motorcycles and the riding community, but it's also about helping those in need," said Parsons. "Renee and I believe that every child deserves access to outstanding medical care, and Phoenix Children's Hospital provides the absolute best in terms of staff, quality care and pediatric specialties."

The hospital's "I Ride for PCH" self-guided motorcycle ride to HDOS acts as the official kickoff for Bob's Biker Blast, but the event is not limited to participants who ride in on two wheels. Festivities this year include two days of concerts, games and concessions - starting Friday, November 4 - with headliners Montgomery Gentry, Craig Morgan and Kellie Pickler taking the stage that Saturday night. Bug Hall of Discovery Channel's hit miniseries "Harley and the Davidsons" will also make a special appearance and sign autographs at the dealership.

"I continue to be inspired by the support of Mr. Parsons and Bob's Biker Blast," said Craig McKnight, Phoenix Children's Hospital CFO. "The money raised not only helps us fund vital programs and services for our patients, but the outpouring of support from his companies and the biker community show true dedication to sick and injured children in Phoenix."

Admission to Bob's Biker Blast is free for riders with a motorcycle endorsement and only \$20 for the general public with 100% of proceeds benefitting Phoenix Children's Hospital. This year the dealerships are also hosting a motorcycle sweepstakes - one lucky winner will take home a new motorcycle valued at up to \$25,000. Contestants can enter to win daily at GO AZ Motorcycles in Scottsdale, GO AZ Motorcycles in Peoria, or Harley-Davidson of Scottsdale. For more information and a full schedule of events, visit: <http://www.hdofscottsdale.com>.

