



## MEDIA ADVISORY

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- TO:** All News Assignment Editors and Community Lifestyle Reporters
- WHAT:** **SANTA RIDES A HARLEY WITH 1,500 OTHER HARLEY DAVIDSON MOTORCYCLE RIDERS AND DELIVERS THOUSANDS OF TOYS TO POOR KIDS ON SKID ROW**
- Santa Claus on a Harley Davidson Motorcycle leading 1,500 other Harley-Davidson motorcyclists on a Toy Ride / Parade to deliver toys for hundreds of impoverished children on Skid Row at the Fred Jordan Mission, 445 Towne Avenue, Los Angeles
- WHO:** Sponsors: Golden State Harley Owners Group (HOG); Oliver Shokouh, owner of Harley-Davidson of Glendale; Glendale City; Abate Local #1; and the Glendale Police and Fire Departments
- VISUALS:**
- Santa Claus leads a parade of over 1,500 Harley-Davidson motorcycle riders, opening their hearts and bringing laughter, hope and carrying toys to hundreds of underprivileged children at the Fred Jordan Mission on Skid Row.
  - Harley-Davidson motorcycles and motorcyclists in the parade decorated as colorful reindeer, sleighs and toys and carrying Mrs. Claus, elves, Santa's helpers and small pets.
  - Hundreds of needy children will squeal with excitement and their eyes light up with joy as the motorcyclists give each child a brand-new unwrapped toy. Sadly for many of the children, especially this year, this is the only toy they will receive this Christmas.
- WHEN:** SUNDAY, DECEMBER 13, 2009  
11:00 am - Parade leaves Harley-Davidson of Glendale  
11:30 am - Parade arrives Fred Jordan Mission in LA and distributes toys to impoverished children
- WHERE:** Harley riders begin the day with a pancake breakfast at Harley Davidson of Glendale, 3717 San Fernando Rd, Glendale 91204. Then they all ride together to Fred Jordan Mission.
- The Harley ride will end at the Fred Jordan Mission, 445 Towne Avenue, Skid Row, Los Angeles (corner of Towne and East 5<sup>th</sup> Street)
- CONTACT:** Suzanna Choi, Fred Jordan Mission (949) 254-8080