

## NEWS ANNOUNCEMENT

January 1, 2009

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### **4th Annual Ride 4 Smiles Motorcycle Event to Benefit FACES** *Local Non-Profit Teams with Ultimate Cycle for Yearly Poker Run*

You can help put a smile on the faces of children born with craniofacial differences by participating in the upcoming Ultimate Cycle & FACES Ride 4 Smiles. The event to benefit FACES: The National Craniofacial Association will begin at 10:30 a.m. on Saturday, May 30, at Ultimate Cycle, located at 103 Jubilee Drive, at the intersection of Brainerd Road and East Brainerd Road.

The day will open with the Blessing of the Bikes by members of the Christian Motorcycle Association, and the fun will continue all afternoon. The motorcycle poker run takes place from 10:30 until noon and includes games, special pictures of riders and their bikes, lunch, and specially designed Ride 4 Smiles pins to the first 100 participants who register. Even better: the winning poker hand receives \$1000 cash!

FACES, which is celebrating its 40th anniversary this year, is a national organization founded and headquartered in Chattanooga. The group assists children nationwide born with severe craniofacial disorders and their families by providing information, support, and financial assistance.

“The Chattanooga area motorcycle community is so compassionate and generous,” said FACES Program Director, Stephanie R. Hale. “The previous Ride 4 Smiles events have raised more than \$60,000 to help build smiles on the faces of the children we serve who struggle with these difficult disorders. We want to be sure that all of the participants in this year’s Ultimate Cycle and FACES Ride 4 Smiles will have a smile on their faces knowing the impact they are making on these special children.”

For more information on Ultimate Cycle and FACES Ride 4 Smiles, or to register for the motorcycle ride, call 423-266-1632 or go to [www.faces-cranio.org](http://www.faces-cranio.org).

(Editors Note -- Photo Caption: Ultimate Cycle Owners, Charlie and Cindy Wade with FACES’ Board Chairman, Jake Thal and Board Member, HippyChicKim shaking hands on partnering together for the **4th Annual Ride 4 Smiles Motorcycle Event to Benefit FACES**)