

Curves & Chrome to raise money for cancer patients

Registration is underway for the Seventh Annual Curves & Chrome Weekend Rally For A Cure, a weekend of fundraising filled with music, vendors and motorcycling across Georgia. The July 20-22 event will raise funds to help local breast cancer patients.

Each July, more than 1,000 people take part in Curves & Chrome, the signature event for Bikers Battling Breast Cancer, Inc. The event kicks off with a VIP party Friday evening and continues on Saturday with Curves & Chrome Day, featuring an all-Harley bike show, "Runway For a Reason" fashion show and live music.

The festivities will culminate in a motorcycle poker run on Sunday that begins with recognition of breast cancer survivors and a blessing of the bikes at Harley-Davidson of Atlanta in Lithia Springs. Attendees will then take a 60-mile scenic motorcycle ride to the VFW Post 7404 at the Carrollton fairgrounds for an expo/party featuring live music, a "vendor village," door prizes, health screenings and poker. The best poker hand of the day will win \$1,000.

"When I first got involved, I

had no idea how many people were affected by this terrible disease," said Lisa Herman, event organizer and founder of Bikers Battling Breast Cancer, Inc. "Now, I'm just so thankful to all the bikers and everyone who helped us get here. They are the reason we are really touching people's lives. They made this happen."

Proceeds from the 2011 event established the Bikers Battling Breast Cancer Fund at Tanner Medical Foundation. The fund helps local breast cancer patients with critical testing, such as stereotactic breast biopsies, breast ultrasounds, computed tomography (CT) scans, positron emission tomography (PET) scans, magnetic resonance imaging (MRI) scans and BRCA genetic testing.

Lisa's involvement with Tanner Medical Foundation began in 2008, when she raised funds for "Courage Kits" for Tanner Breast Health cancer patients. Each kit includes a notebook for patients to track details, treatments, appointments, medical expenses and questions to ask the health care team, and other resources to help manage their cancer care.

"We're so honored to help these women receive the tests



More than 1,000 people took part in the 2011 Curves & Chrome Weekend Rally For A Cure to raise funds to help local breast cancer patients. Registration is now open for the July 20-22, 2012, Curves & Chrome event.

they need to fight breast cancer," said Herman. "This is made possible by everyone who supports the Curves & Chrome Weekend Rally For A Cure. I'm so thankful that they believe in Bikers Battling Breast Cancer and believe in the cause."

Since its inception, Bikers Battling Breast Cancer, Inc. has

raised more than \$400,000 for local breast health programs in the areas of early detection, awareness, education and diagnostic testing. Last year, Tanner Medical Foundation presented Herman with the Spirit of Giving award for her tireless efforts to help local women battling the disease.

The community is invited to join in the fun and help raise funds for local breast cancer patients. Registration for the expo/party at Carrollton's VFW Post 7404 is just \$10, or \$25 to attend the full Curves & Chrome weekend. Full event information is available at www.bikersbattling-breastcancer.org.