



**For Immediate Release
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Roar on the Shore Board Announces 2010 Charity
Proceeds to benefit SafeNet's Big Backyard Children's Garden

ERIE – The Roar on the Shore Board of Directors today announced that proceeds from the 2010 motorcycle rally, set for July 15, 16 & 17 in downtown Erie, will benefit SafeNet's Big Backyard Children's Garden. The purpose of this project is to build a secure place where children who are victims of domestic violence can have a safe and protected environment to play, to learn, to explore and a place where they can simply be children.

SafeNet, headquartered at 1702 French Street, is a not-for-profit organization of dedicated professionals and community volunteers working together to end domestic violence in Erie County. It also is recognized as Pennsylvania's oldest continuous running domestic violence shelter, which is now in its 36th year serving the Erie community. The organization provides a safe and confidential place specifically for men, women and children who are victims of domestic violence and offers a wide range of residential and nonresidential programs needed to break the cycle of abuse and help victims regain a sense of their own dignity.

"Children need a place where they can be safe and play – and just be kids," said Roar on the Shore Chairman Richard Knight, president and CEO of Presque Isle Downs and Casino. "The Roar on the Shore Board is proud to help SafeNet create this much-needed sanctuary for children affected by domestic abuse."

"SafeNet is excited and grateful to have been chosen as the designated charity to benefit from Roar on the Shore[®]," said SafeNet Executive Director Linda Lyons King. "The Big Backyard Children's Garden is a \$300,000 project which will provide a safe and peaceful outdoor environment for children. SafeNet serves nearly 500 children each year who have witnessed abuse and some have been made homeless because of the chaos in their families. This project will provide a natural play area for children in the heart of the city and will be suited to children of wide range of ages and abilities. Being chosen as this year's charity will help bring our dream to fruition."

The Roar on the Shore[®] bike rally was created in 2007 for a greater purpose — to serve as a major fundraising event for a local charity in the Erie, Pennsylvania region, which in the past has included veterans of Operation Enduring Freedom and Operating Iraqi Freedom, Shriners Hospitals for Children – Erie, and The John Kanzius Cancer Research Fund.

Now, in its fourth year in 2010, ROAR[®] has quickly become one of the fastest-growing free bike rallies in the United States. Each July, nearly 50,000 bikers and bike enthusiasts descend on the shores of Lake Erie, to enjoy three days of rides, bands, bike contests, custom motorcycles, bike accessories and more. This year, the rally will kick off Thursday,

July 15, at Presque Isle Downs and Casino with the annual Bringin' in the Roar Bike Parade led by Grand Marshal Robbie Knievel, an American daredevil and son of the legendary daredevil Evel Knievel, roaring into The Hub in Perry Square with upwards of 5,000 to 6,000 fellow bikers.

According to Roar on the Shore® organizers, the economic impact of the event is estimated to be in excess of \$18 million. The average spending of out-of-town rally visitors is set at roughly \$275 per person, per day, with local rally participants spending pegged at \$60 per person, per day.

Major sponsors for this year's event include the Manufacturer & Business Association, Harley-Davidson of Erie, Presque Isle Downs & Casino, Budweiser, the City of Erie, Victory of Erie and Connoisseur Media.

For more information about SafeNet or a current schedule of Roar on the Shore® events, visit www.safeneterie.org or www.roarontheshore.com.

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