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We Need Your Support: Shock Campaign for “Ridin’ to a Cure” Rock River HOG Adopts New PR to Benefit Breast Cancer Research in Wisconsin

WALES, WIS., SEPTEMBER 22, 2008 – Harris Marketing Group (HMG) is pleased to announce that it was selected by the Rock River Harley Owner’s Group (HOG) to develop a public relations campaign to promote their 2008 “Ridin’ to a Cure” fund raising event that annually benefits breast cancer research in Wisconsin.

Designed to be both contemporary and “edgy”—to attract the attention of bikers during the 105th Harley-Davidson anniversary celebration and to encourage participation in “Ridin’ to a Cure” on Saturday, September 27—billboard advertisements, posters for local venues and a unique “grass roots” business card promotion were developed by HMG.

“Our creative team designed a one-of-a kind, edgy campaign that appeals to the Harley enthusiast, expressing the need for ‘support’ from men and all riders,” commented Denise Harris, President of Harris Marketing Group. Harris further explained, “Our agency has selected breast cancer to be our charity of choice; we are donating our services to ‘Ridin’ to a Cure’ and to the Wisconsin Breast Cancer Coalition.”

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The “Ridin’ to a Cure” advertising uses a faceless woman – representing the fact that breast cancer can affect women of all ages and races – who is being embraced by a supporting male figure. The image is intended to depict support in a non-sexual, strong, protective manner. The “We Need Your Support” headline addresses the literal visual support that is being given to the woman’s breast in the image. However, the overall message of the campaign is to remind all viewers that women can not fight breast cancer alone without the support of family and friends—and that women need support emotionally, financially and physically.

Ken Matthews, chairman of the 2008 “Ridin’ to a Cure” event states, “This is a direct and candid approach so that people are aware of the fact that breast cancer affects both women and men. We need to get the message out that this is a very nasty disease and we truly need your support to find a cure. The campaign addresses this head on in a manner that is tasteful yet memorable.”

The male figure is portrayed with typical biker black leathers, medals, and tattoos representing sponsorship by Rock River HOG and Wisconsin Harley-Davidson. The use of orange and black coloration is another nod to Wisconsin Harley-Davidson sponsorship. In comparison, the women in the campaign are softer and more vulnerable; they are wearing a necklace with the ribbon symbol of breast cancer and, in some shots, a pink breast cancer arm band. The hot pink coloration and the logo’s integration of the motorcycle wheel with the pink breast cancer ribbon illustrate the marriage of these two elements in the campaign for “Ridin’ to a Cure.”

Shots were carefully posed with subtle lighting to project the message that women are not alone in facing this disease and that they can lean on family and friends for support during the difficult times of diagnosis and treatment .

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The mission of this annual event is to raise money and educate the community on the truths and myths of breast cancer, and to inform the public on preventative care and ways to support breast cancer patients and survivors. From its inception in 1994, when \$55,000 was collected, to last year's ride that raised over \$310,000, the Rock River HOG Chapter continues to grow this event each year. Run exclusively by volunteers, there are no administrative costs. Over the past thirteen years, the Rock River HOG Chapter has donated in total nearly \$2.5 million toward breast cancer research in Wisconsin.

A Salute to Survivors Parade will travel through Oconomowoc on Friday, September 26 at 6:00 PM (staging at 5:00 PM at the mini-mall by Schwefel's Restaurant located on Hiwy 16 in Oconomowoc), followed by a pre-registration party (6:00 – 10:00 PM) at Olympia Resort and Conference Center.

The 2008 "Riding' to a Cure" fund raiser departs from Wisconsin Harley-Davidson in Oconomowoc at 8:30 AM on Saturday, September 27 and will offer a day of scenic riding in the Kettle Moraine area with a delicious lunch and thirst quenching beverages, live band entertainment and a chance to win spectacular door prizes and auction items including a drawing for a 2009 Harley-Davidson motorcycle. Registration is 8:30 – 11:00 AM; a donation of \$40 is requested.

Located in Wales, Wisconsin, Harris Marketing Group is a full-service, multi-disciplinary, woman-owned marketing and communications agency, providing local and national clients with strategic planning, tactical execution and meticulous follow-up. The company has extensive expertise in business-to-business, institutional, high-tech and retail/wholesale marketing channels as well as commercial office and institutional product marketing.

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