

FOR IMMEDIATE RELEASE

CONTACT: Christine Bell
Chairperson
602.418.9225
bell_christine@msn.com

Judy Kessler
Co-chairperson
623.693.1417
judkess@aol.com

FREE SPIRITS WELCOME AT 3rd ANNUAL GYPSY RIDERS BALL
Benefits Local Women's Charities

The Gypsy Riders, a local women's motorcycle riding organization and its affiliate, Gypsy Riders Foundation, are hosting their **3rd Annual Gypsy Riders Ball on Saturday, October 6, 2007**. The pink and black themed event benefits **Arizona Institute for Breast Health (AIBH)** and local charities selected by the **Gypsy Riders Foundation**. The Scottsdale-based AIBH offers *free second opinions* and programs that address the issues involved with breast cancer education, specific treatment options and support

This eclectic affair is fast becoming the state's premier event for free spirits. The fun begins at 6:00 p.m. at Monterra at West World in Scottsdale, Arizona. The evening features dinner and cocktails, dancing, casino-style gaming, custom motorcycle display, and both live and silent auctions. Linda Reynolds, owner of **Care from the Heart, Inc.** (and a fellow Gypsy Rider) is our long time major sponsor for the Ball since 2005. **Arizona Bike Week** is also one of this year's major sponsors. **Ruby Cheeks from the valley's own KDKB** radio station will serve as MC for the event. Musical entertainment will be provided by the popular band **Cold Shott and The Hurricane Horns**.

"The Gypsy Riders Ball is a blending of people who are out to have an outrageous time while contributing to local charities" said Christine Bell, Ball Chairperson and Treasurer for AIBH. "We're pleased to help support women's causes and fight the effects of breast cancer right here in our own community. Since 2004, the Gypsy Riders have raised nearly \$100,000 through their fundraisers for AIBH".

Dressing for this event is fun and formal; you could call it 'biker formal'. In previous years, tuxedos, evening gowns, as well as pink and black motorcycle gear has been worn. Many guests attend because they do ride and hear about the Ball through their motorcycle chapters. Others attend because it gives them the chance to 'dress biker' for the night. Tickets for the event are \$65 per person, \$120 per couple. Be creative and join us for this worthy cause!

For more information about the Ball and to purchase tickets, visit the Gypsy Riders website at www.azgypsyriders.org To learn more about the services AIBH provides to the women of Arizona, visit their website at www.aibh.org. If you would like to make a donation or are interested in the Ball's sponsorship opportunities, please contact Christine Bell or Judy Kessler.