



FOR IMMEDIATE RELEASE- OCTOBER 14, 2014
2ND ANNUAL LONG BEACH AIDS RIDE RETURNS NOVEMBER 15

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Long Beach, CA- A record number of riders are anticipated to attend the 2nd annual Long Beach AIDS Ride (LBAR), a one-day bike ride, benefiting local HIV/AIDS services at The LGBTQ Center of Long Beach and The Comprehensive AIDS Resource and Education (C.A.R.E.) program at St. Mary Medical Center. Registration for the event is still open and same day registration will also be available.

The 2nd Annual Long Beach AIDS Ride will be held on November 15, 2014 and will begin along the pristine shore at Alfredo's Beach Club. Riders will be able to choose between a 40 mile or 70 mile one-day ride or a brand new 8 mile family fun ride. Additionally, top fundraisers will receive special recognition for their efforts by the Long Beach AIDS Ride committee. Registration for the 40 and 75 mile rides requires a \$250 minimum fundraising commitment. The 8 mile ride costs \$40, with a \$5 additional charge for each additional family member.

"We have mapped out three incredibly beautiful and scenic routes for cyclists this year," says Porter Gilberg, executive Director at The Center. "And we are thrilled with the response to our newest addition of an 8 mile family fun ride to Long Beach Harbor Lighthouse."

Last year's ride raised over \$20,000 for HIV/AIDS programs at both The Center and C.A.R.E. program. Nearly 100 riders participated in the inaugural event which took riders down a pristine route along the California coast. The event is designed to support local Long Beach efforts in the areas of education, prevention and treatment of the HIV/AIDS pandemic and related illnesses. LBAR is also a platform to increase positive, life-affirming experiences for people affected and infected by HIV and to encourage activism in the Greater Long Beach community.

"Long Beach continues to be disproportionately impacted by HIV/AIDS," says Miguel Gutierrez, C.A.R.E. program director. "With infection rates on the rise in Long Beach, there is more need than ever to support testing, prevention, and treatment services locally."

Alfredo's Beach Club is located at 5101 E. Ocean Blvd. Long Beach, CA 90803. For more information or to register visit www.longbeachaidside.org