



27th Annual Miracle Ride Media Fact Sheet

CONTACTS:

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WHAT: The [Miracle Ride](#) is the state of Indiana's largest and longest running motorcycle charity event and among the largest and most impactful nationwide.

WHEN: Sunday, August 22nd, 2021 is the day of "The Big Ride" when Miracle Riders honor the kids, their families and the work of the Riley caregivers. This is the 27th ride.

STARTING ADDRESS: (TENTATIVE) The Big Ride stages at the Allison Transmission plant south parking lot (Cossell Road south off W. 10th Street). Allison Transmission is located at One Allison Way, Indianapolis, IN 46222-3271. If we are unable to start at Allison due to the current pandemic, we will begin and end at 8 Seconds Saloon located at 111 N. Lynhurst Drive. The final decision will be made no later than July 31st, 2021.

ROUTE: The police escort and first rider leaves Allison Transmission (TENTATIVE) at 11am sharp. Riders MUST check in by 10:30 a.m. They will arrive at Riley Hospital for Children around 11:10 am. The last rider in the procession will leave Allison approximately 11:45 am, Riley Hospital for Children at 12 noon, and 8 Seconds Saloon lot at 12:30 pm. The window is approximately 11 am to 12:30 pm depending on the number of participants.

END ADDRESS: 111 N. Lynhurst Dr. (8 Seconds Saloon parking lot)

FACTS:

- 2020 participant donation \$50 per rider, \$50 for passengers age 16 and up, Age 8-15 \$25. Under age 8 free.
- 2019 number of participants: 3,707 AND 2019 donation to Riley Hospital: \$250,000
- 2021 Miracle Ride goal: \$300,000
- Total amount donated from all Miracle Ride events since 1994: \$6,799,712 making the Miracle Ride Riley Hospital's largest independent fund-raising donor.

What's new for 2021? Tom Wood Power Sports/Outdoor Equipment/Aviation/Integrity Insurance are now one of our Title Sponsors AND the Tom Wood Power Sport in Indianapolis and Anderson are going to be Poker Stops as well as their Indian Motorcycles of Lafayette. Also, Tom Wood Aviation is going to be a Poker Stop for our Benson Motorcycle and Brandt's Harley Davidson Poker Stops where riders will be able to get their picture taken next to a REAL WWII North American P-51 Mustang!!!

Tagline: Hope Happens When We Ride!

About Riley Hospital: Riley Hospital for Children is Indiana's only comprehensive children's hospital. Riley treats more than 80% of children diagnosed with cancer in Indiana. Riley serves patients in all 92 Indiana counties and is a member of the Children's Miracle Network. The annual Riley caseload for outpatient and inpatient is 300,000 cases. Fund-raising donors and events allow Riley to provide cutting edge treatment and cover the costs of medical specialty areas that are not self-sustaining.

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