



## PRESS RELEASE

FOR IMMEDIATE RELEASE Contact: Candy Morse  
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### **BROTHERHOOD RIDE 2016 - CYCLING FOR FALLEN HEROES**

**Our 2016 Ride will be dedicated to five Fallen Heroes from Florida and one Fallen Hero from Georgia, who died in the line of duty in 2015. Our team of (30) riders and (15) support members will honor them by cycling through the state of Florida in 7 days, covering over 600 miles and average 80 to 100 miles a day. The ride will begin in North Naples, FL on July 23rd, traveling to Arcadia, Lakeland, Ocala, Perry, Carrabelle, Panama City and end in Fort Walton Beach, FL on July 29th.**

The Brotherhood Ride organization consists of Firefighters, Police Officers and EMS personnel who ride bicycles to honor emergency first responders who have died in the line of duty. Their mission is to provide emotional and financial support to the families on or near the anniversary of their death.

The Brotherhood Ride continues the tradition of Honor, Dedication and Pride. Over the past eight years we have honored the memory and sacrifice of a total of 505 Emergency First Responders which includes; firefighters, law enforcement officers and emergency medical personnel. Our team has traveled on bicycles over 7,100 miles, through sixteen states, have been hosted by over forty Elks Lodges nationwide and assisted by countless emergency first responders who have shown the true meaning of Brotherhood.

Through year-round fundraising efforts, the Brotherhood Ride has been able to honor the memory of fallen heroes and provide emotional and financial support to their families. Past Brotherhood Rides, we have honored our fallen brothers and sisters from SC, TX, NY, FL, TN, VA, PA, NJ, CT and MA and we are very proud to have donated over \$359,000.00 to the families left behind.

The Brotherhood Ride is a non-profit 501(c)(3) public charity organization. Other than the cost of conducting the rides, all donated proceeds go directly to the beneficiaries designated. No one is compensated for their time in order to maximize the impact of donations.

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**The 2016 Ride will be dedicated to six fallen heroes.**

**Deputy Sheriff William Myers**  
Okaloosa County Sheriff's Office (FL)  
E.O.W. 09/22/15

**Police Officer Jared Forsyth**  
Ocala Police Department (FL)  
E.O.W. 04/06/15

**Lieutenant Randy Parker**  
Macon-Bibb County Fire Department (GA)  
Last Alarm 02/11/15

**K9 Igor**  
Kissimmee Police Department (FL)  
E.O.W. 04/21/15

**K9 Jimmy**  
Hialeah Police Department (FL)  
E.O.W. 05/27/15

**K9 Hector**  
Hialeah Police Department (FL)  
E.O.W. 05/27/15

En route, 30 riders and their support team of 15: will average 80–100 miles a days, will meet with local fire departments and law enforcement agencies to show the spirit of Brotherhood. This year, the ride will make overnight stops in Arcadia, Lakeland, Ocala, Perry, Carrabelle, Panama City and Fort Walton Beach.

Using “SPOT”, a Global Positioning Satellite (GPS) a link is established on the website ([www.brotherhoodride.com](http://www.brotherhoodride.com)) that is following the procession of cyclist in real time as they make their trek heading north.

**Send-off Ceremony will be held:**

**Saturday, July 23rd at 7:45 am - 9:00 am**

**North Collier Fire Station #45**

1885 Veterans Park Drive

Naples, FL 34109

The riders and support team will depart immediately following the ceremony

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**Overnight Accommodations**

**with Arrival Time of Approximately 4:00 pm - Next Morning 8:00 am Departure:**

**Saturday, July 23 – Arcadia**

**Arcadia Elks Lodge**

1028 W. Oak St.

Arcadia, FL 34266

**Sunday, July 24 - Lakeland**

**Lakeland Elks Lodge**

4529 Harden Blvd.

Lakeland, FL 33813

**Monday, July 25 - Ocala**

**Ocala Elks Lodge**

702 NE 25<sup>th</sup> Ave.

Ocala, FL 34470

**Tuesday, July 26 - Perry**

**Perry Elks Lodge**

305 Puckett Rd.

Perry, FL 32348

**Wednesday, July 27 - Carrabelle**

**Carrabelle Christian Center**

142 River Rd

Carrabelle, FL 32322

**Thursday, July 28 – Panama City Beach**

**Frank Brown Park**

16200 Panama City Beach Pkwy.

Panama City Beach, FL 32413

**Friday, July 29 – Fort Walton Beach**

**Fort Walton Elks Lodge**

1335 Miracle Strip Pkwy SE.

Fort Walton Beach, FL 32548

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Rider & Support Participation Information:

- Florida Fire Departments (23)
- Florida Police Departments (6)
- Texas Fire Departments (2)
- Massachusetts Fire Departments (2)
- Colorado Fire Department (1)
- Connecticut Police Departments (3)
- New York Police Departments (1)
- Germany Fire Department (1)
- Civilians with support (6)

To help support the loved ones who are left behind; they rely on donations, support, and sponsorship as the sole means of obtaining their goal. This year's proceeds will benefit the families of the fallen heroes.

To help the Brotherhood Ride reach their goal, you can visit their website to make a donation, purchase t-shirts or contact them if you would like more information on becoming a sponsor.

[www.brotherhoodride.com](http://www.brotherhoodride.com)

Follow them on facebook at [www.facebook.com/brotherhoodride](http://www.facebook.com/brotherhoodride)

Media Note: Images will be posted and can be used with attribution to the Brotherhood Ride.

Point of Contact for questions/interviews:

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