

## FOR IMMEDIATE RELEASE:

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### ANNUAL MOTORCYCLE EVENT RAISES FUNDS FOR JOE DIMAGGIO CHILDREN'S HOSPITAL

(Fort Lauderdale, Florida) On Sunday, December 11, 2011, more than 30,000 motorcyclists and double that amount of people are expected to take part in the "24<sup>th</sup> Annual South Florida President's Council (SFPC) Toys in the Sun Run" presented by the Mardi Gras Casino. Proceeds benefit the Joe DiMaggio Children's Hospital Foundation, Hollywood, Florida.



Joe DiMaggio Children's Hospital is one of the area's leading pediatric care hospitals, offering comprehensive health services and programs in an atmosphere that is child-friendly. An all-new facility opened in July 2011 in Broward County thanks to the support of events such as the SFPC Toys in the Sun Run, which since adopting the hospital, has raised over \$11.5 million to benefit the facility.

Motorcyclists will lineup at 7:00am and starting at 9:45am, the World's Largest Motorcycle parade will leave Mardi Gras Casino, escorted by over 250 police officers in cars and on motorcycles from the tri-county area. The run ends at Markham Park in Sunrise with Travis Tritt and David Allan Coe performing on the main stage.

Some of the other events at Markham Park will be non-stop live music on two stages, a huge motorcycle show, over 100 vendors, an international food court, cold beer, and soft drinks. In addition, there will be an open car and truck show which has been dubbed South Florida's "Most Unique Winter Car Show". Sponsored by Cruisers of South Florida, all proceeds of this event also benefit the children's hospital.

Entry into the event is only \$10 plus 1 new unwrapped toy or gift per person (\$20 entry fee without a toy). VIP spots are also available for those who want to be at the front of the line. Check out the website at [www.toysinthesunrun.com](http://www.toysinthesunrun.com) for information on the different VIP Rider packages.

Participating sponsors of the Annual SFPC Toys in the Sun Run are 99.9 KISS Country, Fort Lauderdale Harley-Davidson, Peterson's Harley-Davidson, Community Bank of Broward, Truly Nolen, Jagermeister, Broward County Parks and Recreation, Miami Mike's Wheels on the Road Magazine and Trailer in a Bag just to name a few.

Contact Debbie Amchir at 954.343.8782 for vendor and other information about this event or email [toysinthesunrun@aol.com](mailto:toysinthesunrun@aol.com). You can also check out the website at [www.toysinthesunrun.com](http://www.toysinthesunrun.com) for more information.

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About SFPC Toys in the Sun Run™:

Based in sunny South Florida and founded in 1987, the South Florida President's Council of Motorcycle Clubs & Organizations, along with the many volunteers, dedicate their time to put this event together. All proceeds benefit the Joe DiMaggio Hospital Foundation, Hollywood, Florida. For more information, contact [toysinthesunrun.com](http://toysinthesunrun.com) or call 954.868.7040.

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