

LifeRide For A Cure

(NAPSA)—A 10-day charity motorcycle ride symbolizes one company's history with motorcycles, its spirit of adventure and philanthropic heritage.

Maintaining its long-standing tradition of supporting HIV/AIDS charities, Kiehl's Since 1851, the purveyor of quality skin and hair care products, will embark on the third annual Kiehl's LifeRide for amfAR with the support of EagleRider, the motorcycle travel and tourism company. amfAR, The Foundation for AIDS Research, is dedicated to ending the global AIDS epidemic through innovative research.



Photo: Travis Shinn

Kiehl's motorcyclists have toured the U.S. to support AIDS research.

This year's ride travels through Florida, Georgia, the Carolinas, Virginia and Washington, D.C. during National HIV Awareness Month in July, helping to combat HIV/AIDS stigma and discrimination and ultimately end the epidemic. The ride is expected to raise \$115,000 for amfAR. HIV/AIDS awareness has long been at the forefront of Kiehl's philanthropic efforts and the company has donated more than \$2 million for the cause.

In celebration of LifeRide, the company has introduced a Limited Edition Active Lifestyle Essentials Kit, with signature products to help active customers refuel from head to toe. One hundred percent of the net profits, up to \$25,000, will benefit amfAR. The Limited Edition Kit includes new Eucalyptus Lip Relief (available only in this kit), bottles of Cross-Terrain All-In-One Refueling Wash, Ultra Facial Cream, Cross-Terrain UV Face Protector SPF 50, Facial Fuel Eye De-Puffer, and samples of Creme de Corps, Ultimate Strength Hand Salve and Midnight Recovery Concentrate. The kit also features a tattoo-inspired motif for the ride.

For more information on Kiehl's Since 1851 LifeRide for amfAR partnership, visit www.kiehls.com/liferide.