



## PRESS RELEASE

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**ROLLING THUNDER® Inc**

**FLAME OF FREEDOM**

**NATIONAL RIDE CAMPAIGN**

The Flame of Freedom is the only Ride Sanctioned by *Rolling Thunder® Inc.* as a cross country Ride to the world's largest motorcycle demonstration. Each year over 900,000 people attend the spectacular **POW/MIA** cause event held in Washington, DC, *Memorial Day Weekend*.

*The Rolling Thunder® Inc. Flame of Freedom* announces it course and destination media stops for 2014. The event is enhanced in scope from the past several years, as the *Iceman Productions* and *The Stars Foundation* partnership brings not only media generated stops along the route, but also a 13 episode "Made for Television" series called *AMERICA RISING*, featuring *Rolling Thunder® Inc.* and its *Flame of Freedom Ride*. The series, honoring our troops and veterans, is scheduled for broadcast in first quarter of 2015, and over 210 television stations have been cleared to air the series.

**Rolling Thunder®**, Inc.'s mission is to publicize the POW-MIA issue: To educate the public that many American Prisoners of War were left behind after all previous wars and to help correct the past and to protect the future Veterans from being left behind should they become Prisoners Of War-Missing In Action. Rolling Thunder®, Inc. is a non-profit organization totally supported by volunteers

*Iceman Productions* is known to deliver sports television programming to 46 countries through a group of independent networks. Over 550 episodes of *Offshore Powerboat* and *International Long Drive Golf* Championships programs are currently in global distribution. Taking high impact programming to a new level with celebrities engaged by partner *The Stars Foundation* of Nashville, along with dignitaries for a dynamic philanthropic overtone to the television content, provides *AMERICA RISING* and *The Rolling Thunder® Inc. Flame of Freedom Ride* the platform for a message of reverence and honor for our American heroes. Roger J. Piggott and Cheryl Robeson Piggott are the executive team at *Iceman Productions* executing the media events and television production.

The cross-country motorcycle journey will run from May 11 to Sunday, May 25 with riding clubs at media stops supporting the core group of *Rolling Thunder® Inc.* riders. *The Flame of Freedom Ride* was founded by John McKendree and has generated great interest with the media this year. McKendree said, "We are thrilled to have a strong team joining this year on the road, bringing participating motorcycle shops and small town America joining us in this celebration of our veterans and troops. I'm looking forward to experiencing it with friends, while meeting our fellow patriots and supporters along the way. "

We are delighted to announce that we have *Grand Marshall Geoff Bodine* accompanying us for a majority of the route this year and experiencing *Rolling Thunder® Inc.* with us in Washington, DC. Bodine, a former NASCAR driver and Bo-Dyn Olympic bobsled founder, is traveling on this Patriotic ride as an avid supporter of our Armed Forces and was in the National Guard." From *The Stars Foundation™*, Cheryl Robeson Piggott confirmed that the following celebrities and town governments are participating: *Geoff Bodine*, include *Jeff Bates*, *Rockie Lynne*, *Ms North American Globe*, and *Tammie Davis*, along with America Super Group's *Daniel Epperson*, a new and upcoming country artist.

A delegation from *Rolling Thunder® Inc. Flame of Freedom* will meet with the Lt Governor of NC, *Dan Forest* at the Governor's Mansion in route to Washington. Mayor David Wear and Tourism Director Leon Downey of Pigeon Forge as well as City of Spencer City officials are all part of the welcoming ceremonies being held in cities along the route to Washington.

"We are so encourage that communities such as Pigeon Forge, TN, and City of Spencer of North Carolina are putting forth great effort to welcome our Flame of Freedom campaign. Harley Davidson Dealerships are valuable community supporters as well. We appreciate government officials' city officials and local bike clubs and supporters coming out to welcome us in every media stop. It will only grow in future years", said *Cheryl Piggott*, the *Rolling Thunder® Inc. Flame of Freedom Production Coordinator and Founder of partnering The Stars Foundation*.

Communities that are along the route are encouraged to show support for the riders, meet with Bodine and support *Rolling Thunder® Charities Inc.* a 501C(3) dedicated to helping all American Veterans and their families. Proceeds generated will go to *Rolling Thunder® Charities Inc.* and *Rolling Thunder® Inc.* through its national office.

#### **The 2014 Rolling Thunder® Inc. Flame of Freedom Ride Schedule:**

- Day 1 Sunday May 11                      **Springfield, Missouri.**
- Day 2 Monday, May 12                      **Conway, Arkansas**
- Day 3 Tuesday May 13                      **Southaven, Mississippi**
- Day 4 Wednesday, May 14                      **Franklin, TN - Harley Davidson Cool Springs**
- Day 5 Thursday, May 15                      **Knoxville, TN. Pigeon Forge, TN- The Island & Newport, TN**
- Day 6: Friday May 16                      **Statesville &Salisbury - Tilley's Harley Davidson**
- Day 7 Saturday May 17 -                      **City of Spencer Parade**
- Day 8 – Sunday May 18                      **Raleigh, NC The Capitol**
- Day 9 - Monday May 19                      **Raleigh, NC Governor's Mansion**
- Day 10 - Tuesday May 20                      **Prince George, Va**
- Day 11 - Wednesday May 21                      **Quantico, Va**
- Day 12 - Thursday May 22                      **Washington, DC**
- Day 13 - Friday May 23                      **Dublin, VA and Manassas, Va**
- Day 14 - Saturday May 24                      **Washington, DC**
- Day 15 - Sunday May 25                      **National Mall, Washington, D.C.**