

FOR IMMEDIATE RELEASE - MEDIA ALERT - PRESS RELEASE

**BIKERS FOR BOOKS CHARITY RIDE AND LOCAL HARLEY
DEALER TO BE FILMED FOR MOVIE**

Lansing, MI – August 24, 2015 - Motorcycle riders and the public are invited to participate in the 3rd annual Bikers For Books charity motorcycle ride on Saturday, September 12th, while movie camera crews film author Edward Winterhalder.

Bikers for Books is a non-profit organization that supplies elementary schools in southern Michigan with age appropriate books and materials to help educate children.

Winterhalder is the world's leading authority on the biker lifestyle and motorcycle clubs; his ten books about the culture are published in multiple languages and sold all over the world.

"It's nice to be able to provide my readers with a realistic snapshot of our way of life, but the real goal is to preserve it accurately for generations to come," he said.

The event is slated to begin at 10am at Capitol Harley-Davidson, 9550 Woodlane Drive in Dimondale, where the riders will stage for the ride, and the public can attend a book signing and meet n' greet with the internationally famous writer; copies of his books will be on hand for sale to the public.

Elementary age appropriate children's books donated by the public and participants in the motorcycle ride will be collected at the dealership.

At noon, the motorcycles will depart from the Harley dealership and ride together in a police-escorted pack to Olivet High School, 255 1st Street in Olivet, where the bikers will host a family friendly literacy festival at 1pm, featuring renowned children's author Johnathan Rand.

From 1pm to 5pm, the bikers will participate in games with the children, such as a side-by-side tricycle race, pitting a biker against a child.

Winterhalder is being filmed in Michigan, Pennsylvania and Dubai for a feature length documentary movie about his life.

In addition to his literary endeavors, he is a consultant to the entertainment industry, and has produced episodes of TV series such as *Outlaw Bikers*, *Biker Chicz*, and *Living On The Edge*.

The biker personality has been seen on *Fox News (the O'Reilly Factor with Bill O'Reilly & America's Newsroom)*, *CNN*, *Bravo*, *Al Jazeera*, *BBC*, *ABC Nightline*, *MSNBC News Nation*, *Good Morning America*, *History Channel*, *Global*, *National Geographic*, *History Television* and *CBC*.

For more information about Bikers For Books, please go to <http://www.bikers4books.com>.

For more information about Edward Winterhalder, his books, mobile device apps, eBooks, television shows, or DVDs, please go to his website at www.blockheadcity.com, or look him up on Google, Wikipedia or YouTube.

Capitol Harley-Davidson has been in business for more than 30 years. Founded by owner Dave Bell in 1982, the dealership expects hundreds of people to turn out for this once in a lifetime opportunity to possibly appear in a television show or movie, to meet Edward Winterhalder, and to participate in the 3rd annual Bikers For Books event.

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For additional information, please contact:

Jill Schafer - Events Coordinator
Capitol Harley-Davidson
9550 Woodlane Drive
Dimondale, MI 48821
517-281-6057
jill@capitolhd.com