



The first Rip's B.A.D. Ride – Bikers Against Diabetes – took place in Southern California nearly 10 years ago thanks to “Rip” Rose, legendary writer and photojournalist for *Easyrider's* magazine.

The B.A.D. Ride's namesake, Rip lived with diabetes and knew other cyclists with the disease. After attending the successful *Ride to Live* event in Atlanta, Rip came to the American Diabetes Association (ADA) and volunteered to start a California ride. Little did he know the huge impact he was about to make on millions of lives – those who attend the events, as well as those who benefit from the millions of dollars raised for the ADA's research, education and advocacy initiatives.

Rip's love of the biker lifestyle and his personal charisma has infused every event since its beginning in 1998. His generous spirit lives on as Rip's B.A.D. Ride becomes a national ADA event.

Rip Rose died in 2000, but his legacy of respect, integrity and perseverance to find a cure for diabetes lives on through Rip's B.A.D. Ride.

#### **Growth of Rip's B.A.D. Ride in the West**

Today, ADA has Rip's B.A.D. Ride events in Southern California, Northern California and Arizona.

This event features multiple start sites, exciting routes and a lively festival site that now draws more than 12,000 riders and other participants. Rip's B.A.D. Ride in Southern California has consistently raised more than \$200,000 for the ADA since 2001. In recent years, the event has raised twice that amount nearing a half million dollars.

**Central Iowa Rips B.A.D. Ride Saturday, September 27, 2008**  
**Central Iowa Expo ([www.centraliowaexpo.com](http://www.centraliowaexpo.com)) North of where Hwy 30 meets 17**

Register at: [www.ripsbadride.com](http://www.ripsbadride.com)

\*\*\*\*\*ALL BIKES AND VEHICLES WELCOME\*\*\*\*\*

***To participate: Sign up today!*** [www.ripsbadride.com](http://www.ripsbadride.com)

You'll receive a ride lapel pin; enjoy a complimentary lunch, live concerts, vendors, bike show with custom trophies, bike games and more!

***Raise a minimum donation of \$25 first rider \$20 second rider - Day of Event: \$30 rider \$20***

***Passenger***- the Rip's B.A.D. Ride Committee challenges each rider to raise \$100 (see envelope for prizes). Really B.A.D. Riders who raise \$500+ get to attend the V.I.P. Party at Rube's Steak house, Waukee with the Band Rude Mood on Friday, September 26.

***Raise more and you'll qualify for great "Thank You Gifts".....***

Check in the morning of the ride at one of the B.A.D. Ride Start Sites and turn in your sponsorship envelope (will receive upon registering for the ride). ***There will be group rides from each start site listed below. (Subject to change watch [www.ripsbadride.com](http://www.ripsbadride.com)).***

## 2008 Presenting Sponsor & Official Start Site



*Aidan 2 ½ years old*

### Pick one of these Central Iowa Area Start Sites To meet at the morning of:

Zylstra Harley-Davidson/Buell  
1309 13<sup>th</sup> Street Ames, IA. 50010



8517 Hickman Road  
Urbandale, IA 50322



2956 East Grand Avenue  
Des Moines, IA 50315



6151 Thornton Avenue  
Des Moines, IA 50321



2502 SE Tones Dr.  
Ankeny, IA 50021

Go directly to the Festival Site, [Saturday, September 27, 2008 at the Central Iowa Expo](#), located just North of the intersection of Highways 30 and 17 ([www.centraliowaexpo.com](http://www.centraliowaexpo.com)) by bike or car and check in at the registration areas.



**Nationwide**  
On Your Side



***Spread the Word!*** Our goal is to bring together 500+ bikers to a B.A.D. Ride for a really GOOD cause! All Bikes are welcome! Check out our web sites at [www.ripsbadride.com](http://www.ripsbadride.com) and [www.diabetes.org](http://www.diabetes.org)

### **QUESTIONS?**

Please call us at 1-888-DIABETES x 6865 or locally (515) 276-2237 x 6865 E-mail Karen Shattuck at [kshattuck@diabetes.org](mailto:kshattuck@diabetes.org) Thanks again! We look forward to seeing you on [Saturday, September 27, 2008](#)