



Divas For A Cure: Motorcycle Divas Prepare For Journey To Create Awareness Of Breast Cancer

Divas for a Cure, a group of women who share a common love for motorcycling and living the life to the fullest are on a mission to inform women of color about breast cancer.

For Immediate Release

OAKLAND, Calif./EWORLDWIRE/May 17, 2006 --- Despite her vibrant personality and pleasantly attractive looks, Jan Emanuel has quietly survived three bouts with cancer, a stroke and cardiac arrest. While many would have thrown in the towel, Emanuel certainly wasn't among them.

Instead, Emanuel formed Divas for a Cure, a core group of women who share a common love for motorcycling and living life to the fullest. Despite their own illnesses, their mission is to offer support and inform other women, particularly those of color with limited access to services and treatment.

The Divas are dedicated to promoting early detection, education, screenings and supporting cancer research. On July 23, the women will embark on a 23-day "Divas Ride for A Cure," a 7,800 mile cross-country ride, traveling coast to coast from San Francisco to Florida and then to New York and back. Along the way, they will make numerous stops at Harley-Davidson dealerships and other locations to raise money for breast cancer awareness.

Riding has become more than just a past time, it has become a vehicle for Divas to help spread the word and enlighten others, particularly women of color who have limited access to services and treatment.

Proceeds from Divas Ride for A Cure will be dedicated breast cancer research, facilitating community health fairs for mobile breast examinations, producing cancer educational materials and wig donations to women enduring chemotherapy. The services are earmarked primarily for women who don't ordinarily seek or receive medical attention due to socioeconomic conditions.

Many have taken an interest in the Divas' efforts, including those in the entertainment industry. Los Angeles-based Pinlight LLC has produced a public service announcement for television promoting the upcoming ride featuring the voice of actor and comedian Joe Torry. The PSA is scheduled to air this month on Dave TV, CoLours, Network IPTV and the Dish Network reaching millions of viewers. Last month, a celebrity fashion show featuring women's clothing dedicated part of its earnings to the summer ride as well.

The cross-country journey will also take on somewhat of a reality television feeling, broadcast live on the internet for the full 23 day ride.

Among the motorcycle organizations that have signed on to support the Divas include Harley-Davidson Motor

Company, the National Association of Buffalo Soldiers, National Biker's Round-Up Committee, Rare Breed Motorcycle Club, Iron Souls of Oakland, Calif. and the California Chapter of the Buffalo Soldiers.

“Why is this cause so important to me, it's very personal,” said Emanuel, alluding to the passion that drove her to develop a Web site to provide women with a forum that was both fun and informative. What started out as a simple newsletter for Emanuel, developed into a full service portal and the birth of www.RealDivasRide.com and www.DivasForACure.org.

“Bringing women together, showing our diversity and sharing the love of riding is what the Diva website is all about,” Emanuel said who is issuing the call for all women riders to participate. “A passion should always have a purpose and blessings should be shared. I'm not just a rider, I'm a survivor.”

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KEYWORDS: Divas For A Cure, Cross, Country, Breast, Cancer Motorcycle, Run, Research, Early, Detection, Awareness, Women, Riders, Harley-Davidson Survivors, Breast Cancer Survivors, Harley Divas

SOURCE: Divas For A Cure

AVAILABLE MEDIA: Logo: Divas For A Cure: Motorcycle Divas Prepare For Journey To Create Awareness Of Breast Cancer (size: 0.0 k)
Divas Ride For A Cure
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