

# Mustache Ride



Now after its tenth year, the Mustache Ride is established as a Welland County Motorcycle Club Annual Signature Ride. It is the longest standing WCMC Charity event hosted by the club.

The Mustache Ride started in 2012, as a fun ride by Jim Stokes who laid out a fun ride for club members and friends, donated some beer and hot dogs and said repay by donating to Movember. We raised \$500!

We went with the unusual catchy spelling of mustache and the catchy name for a fun ride.

In 2013, it became a formal ride and the donations grew along with attendance. Our mission has not strayed from the original "A fun ride with very little administration" meaning not a poker or dice run and registration is easy and the mandatory digital waiver is no longer required.

We continued donating to Movember until 2017, at which point our team discussed keeping the money that was raised local since we really didn't know where Movember funds went, and we didn't hear much acknowledgement from them for our donations.

We chose to support the "Motorcycle Ride for Dad" since the funds support Prostate Cancer awareness treatment and research in Niagara. It is also a motorcycle event like ours.

In 2017 we offered unique T shirts for sale to help in the fund raising. Our total hit \$5,000 that year, and our total since the 2012 Ride was over \$15,000!

Ride for Dad made us a Platinum Sponsor, and we have established a great partnership with Ride for Dad.

In 2018 a member of our team was diagnosed and treated for Prostate Cancer (we have team members who have been treated, affected, lost loved ones to Prostate Cancer) and we discussed, that if there was enough raised, we would find a way to "recognize" the great and compassionate care from the Radiation Oncology Department at The NHS St Catharines site.

Through 2018, we had new fundraisers for the cause, a BBQ at Zehr's, a club ride to Boston Pizza, a raffle at the Welland County Speedway races. Our total for 2018 topped at \$7,500 and we opted to make a \$1,500 donation to the Radiation Oncology Department in December 2018 and we donated \$6,000 to Ride for Dad Niagara, to help push their total to over \$45,000 for 2018!

Our team consists of Club Members, members' spouses and volunteers who are interested in the cause.

We have great support from local businesses in the way of cash donations, gift certificates, etc. In 2018 and 2019, our lunch stops were sponsored by and hosted at Handlebar Hanks Roadhouse in Welland. Billy Bones BBQ (the premier traveling BBQ company located in Fort Erie) has graciously donated the delicious ribs for our post ride dinner.

We receive great support from MLSE, Molson's, IKON Marketing, Lapp Cycle and the Saint-Gobain North American Foundation. Personnel from the First Ontario Credit Union "Blue Wave" have volunteered their help.

The Ride Team is always interested in new members and sponsors.

Due to Covid restrictions, the 2020 & 2021 Rides had to be cancelled, but we came back and the 8th Annual Mustache Ride was held on August 28, 2022.

On November 7, 2022, the Mustache Ride Committee of the Welland County Motorcycle Club presented a cheque in the amount of **\$9,000.00** to Ride for Dad Niagara.

The 9th Annual Mustache Ride occurred on August 13, 2023, and our goal was to raise at least \$10,000.00. **With the help of a generous donation from the Saint-Gobain North American Foundation**, our goal was surpassed and on October 4<sup>th</sup>, 2023, **we donated \$12,000.00 to Ride For Dad.**

The Mustache Ride fundraising now sits at over **\$55,000.00** since it's inception in 2012! All funds raised remain in the Niagara Region and are used for research and for promoting awareness of Prostate Cancer.

**The 10th Annual Mustache Ride is scheduled for August 11, 2024, rain or shine, and is open to 2, 3 & 4 wheel vehicles, and our goal is to exceed the amount raised in 2023.** More details to come, but please mark that date and plan to join us for a great ride, food, prizes and comradeship.

Anyone interested in supporting our cause, please contact **René Landry** at [905-931-2043](tel:905-931-2043) or [jrlandry7912@gmail.com](mailto:jrlandry7912@gmail.com).