



247 Factory St., Watertown, NY 13601 — (315) 782-8440 — (315) 782-8441  
www.WatertownUrbanMission.com & www.Facebook.com/YourMission

**For Immediate Release**

Contact: Joe Martel, ALR Director  
Tobi Darrah, Director of Development

## **Black River American Legion Riders Post 673 Hosting 120-Mile Motorcycle Ride to Benefit Your Mission on June 4**

4th Annual Ride for Watertown Urban Mission Features Three Stops

at Brantingham, Boonville and Copenhagen

BLACK RIVER (May 13, 2016)-Motorcycle riders, mark your calendars: The Black River [American Legion Riders, Post 673](#) are once again putting together a top notch motorcycle ride, that includes three stops, and that will directly benefit the Watertown Urban Mission, on Saturday, June 4<sup>th</sup>.

Motorcycle riders from across the North Country are invited to be a part of this fundraising event. Registration begins at 9:30 a.m., with kickstands up at 11 a.m. at Caskinette Ford located at 36788 State Route 26, Carthage. Caskinette Ford is the event's lead sponsor.

The motorcycle ride features three stops along the way and ends with an after party celebration at the Black River American Legion, 113 E. Dexter Street, Black River. The American Legion Riders will also be selling commemorative T-shirts, giving out prizes and conducting 50/50 drawings throughout the event.

The cost is just \$20 per bike and covers food at all three stops, and includes eligibility to win door prizes. The cost is \$10 per person for anyone interested in joining the Riders after party at the Black River American Legion that will cover food and entertainment. Also featured at the after party, half a pig will be raffled off and the cost is \$5 per ticket or \$10 for three tickets. The winner will receive a gift certificate and the pig will be ready late August or early September.

This is the fourth ride to benefit the Mission and the sixth annual ride put on by the Riders.

"We are excited and proud to say that over the last three years our ride has raised a total of \$25,646 that directly helped thousands of our neighbors through the Watertown Urban Mission, including fellow veterans and many still serving," said Joe Martel, American Legion Riders Director. "This year we hope to raise even more because we know this donation is going to make a big impact locally for so many families near to our hearts in the communities around Fort Drum."

The 120-mile course for the ride includes stops at Brantingham, Boonville and Copenhagen. The course ends in Black River at the Black River American Legion Post 673 in the mid-afternoon for dinner provided by Tilted Kilt and live music from Wagner's Agenda.

"The commitment from each member of the Black River American Legion Riders year after year has been absolutely amazing," said Joanna Loomis, executive director of the Watertown Urban Mission. "We are so grateful to the dedication of this community-minded organization that continues to work so hard to raise money for their neighbors in need, including assistance to veterans, active military, and their families. We cannot say thank you enough to everyone who makes this event a success each year."

**In addition to Caskinette Ford, event sponsors include Dionne-Rumble VFW Post 7227 in Carthage, Newzjunky, ReEnergy Holdings, Watertown Savings Bank, Fuller Insurance Agency, Bossuot-Lundy Funeral Home, Stewarts Shops, Ziebart in Watertown, Clayton Liquor, Black River Legion, Gleason Septic, Jefferson County Legion, Antwerp Legion, Shuler's Restaurant, Comfort Inn, Hilton Inn, Bill's Feed, Jim Card-JC Creations, Allen Giles American Legion Post 588 in Brownville, the Tilted Kilt and Wagner's Agenda. Prizes to be given out at the event include donations from many more local businesses supporting this event as well.**

For more information about the Black River American Legion Riders Post 673 Ride, please go to <https://www.facebook.com/americanlegionriderspost673> or [www.WatertownUrbanMission.com](http://www.WatertownUrbanMission.com).