



## PRESS RELEASE

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SUBJECT: GWRRA ANNOUNCES NEW PROGRAM

### GOLD WING ROAD RIDERS ASSOCIATION ANNOUNCES “PASSPORT PROGRAM”

Phoenix, AZ – Gold Wing Road Riders Association (GWRRA) has announced a new program, called the “Passport Program.” The Program is geared to encourage the Members of GWRRA to ride more - mainly to GWRRA Chapter gatherings, events, rallies, their Honda Dealers, vendors, etc. The Program will Kick off officially in March, but is being announced now to encourage sponsorships of this Program.

Paul Hildebrand, Founder and COB of GWRRA, said, “This program will encourage more riding with our Members and also provide a vehicle for more camaraderie by having Members and providers getting together to sign/stamp their “Passports” and compare their travels!”

The Passport books have 64 pages, with 4 spaces on each page, for Members to get stamps/initials for each place they visit. GWRRA will be providing a special website for those Members who fill their Passports and send them into the GWRRA Home Office.

To capture those special travel moments, use this Passport when you go to GWRRA Events or Wing Ding. At each Event or Wing Ding (at any GWRRA booth), the Chapter Director, District Director or Region Director will apply a special stamp or initials (one per event) to recognize your attendance.

After completing the entire Passport, send it to the Home Office by December 31, 2011, for a chance to win a prize. The winners will be chosen randomly from all entrants.

Mr. Hildebrand goes on to state that “I am looking forward to seeing this Program bring *riding and camaraderie* back to the forefront of GWRRA!” GWRRA will support this Program through editorials in *Wing World* magazine; our FREE monthly e-Newsletter, *Wingin’ It*; and electronic media through our websites.

Founded in 1977, the Gold Wing Road Riders Association is the largest single marquee motorcycle organization in the world, with 72,000 Members in 52 countries. Our motto is “*Friends for FUN, Safety and Knowledge.*” The Home Office is at 21423 North 11<sup>th</sup> Avenue, Phoenix, AZ 85027, the phone number is 800-843-9460 or 623-581-2500 and the website is [www.gwrra.org](http://www.gwrra.org).

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