



For Immediate Release

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Easy Riders Ride for the River

Flemington, NJ – February, 2010 – There is no better time than May to get outside and enjoy the spring weather. And if you're a motorcyclist or just enjoy good music, food and hot bikes, be sure to book your calendars for May 15 for one of the best spring rides and picnics you'll ever experience.

The eighth annual ***Ride for the River Poker Run*** will be held on **May 15, 2010** to help support the environmental stewardship efforts of the South Branch Watershed Association (SBWA). Breakfast and check-in will be held between 9-11 a.m. at the Spruce Run Reservoir (Group Picnic Area) located at 1 Van Syckels Road in Clinton, NJ. A scenic 65-mile route will take the riders through the watershed of the South Branch of the Raritan River, travelling through some of the most spectacular landscapes in New Jersey, while they stop to collect five cards to make up their poker hand.

The motorcycle poker-run ride ends back at Spruce Run Reservoir where the top hands will win cash and prizes. This year's picnic celebration features a pig roast and the soft rock music of the John Austin Band. The public is invited to attend the festivities and all riders are encouraged to enter the People's Choice Bike Show and compete for trophies in multiple motorcycle categories. Tickets for a 50/50 cash raffle, to be awarded at the event, are available for advance sale and at the event.

"All monies raised from the ***Ride for the River Poker Run*** help support the efforts of the South Branch Watershed and protect our fragile water resources," states Amy S. Greene, SBWA trustee. "But another big plus is that our riders have a great time, experiencing a fantastic route through beautiful scenery while having the satisfaction they are helping protect the environment. It's a win-win for everyone!"

Rider registration is \$25. Pre-registration is preferred (free T-shirt to those who sign up before May 15). Riders can also register on the day of the event. To attend the picnic only, there is a \$10.00 entrance fee. SBWA is seeking sponsors and donations of prizes. A full-range of benefits and public relations opportunities will be provided for all sponsors. For more information on sponsorship or to register, visit our website, www.sbwa.org, contact info@sbwa.org or call 908.782.0422.

SBWA's mission is to protect the quality of the South Branch Raritan River Watershed which spans Hunterdon, Morris and Somerset Counties. It is the source of drinking water for over 1 million New Jersey residents and businesses as well as a vital scenic, recreational and natural resource. The watershed hosts many trout-producing streams including the portion of the river that flows through Ken Lockwood Gorge. For 50 years SBWA has provided environmental education, community well testing, stream monitoring and research to assist municipalities and counties with environmental planning to protect the precious and fragile resources of the South Branch Watershed. Visit www.sbwa.org