



**RIDE FOR JOY TO BENEFIT FROM CURVE COWBOY REUNION**  
Motorcycle Riders Identify With Ride for Joy  
FOR IMMEDIATE RELEASE

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BOISE, IDAHO – Three Hundred motorcycle riders from across the United States will converge on Boise for next week's Curve Cowboy Reunion. They will bring a lot more to the local economy than the typical tourist. Ride for Joy is pleased to announce, that they have chosen Ride for Joy as their Treasure Valley Charity.

While they're here, the Curve Cowboy Reunion will also be raising funds for the Ride for Joy Therapeutic Riding Program. Ride for Joy is a local nonprofit which brings the joy and many benefits of horseback riding to Treasure Valley children with special needs.

The Curve Cowboy Reunion (CCR) began in September 2000 with about 30 attendees who first met in Broken Bow, Oklahoma. It now has several hundred attendees and is held in a different city each year. This year's CCR event will take place from Tuesday, August 30 to Friday, September 2 at the Doubletree Riverside Hotel in Boise.

The CCR has three fundamental goals: (1) to present a positive view of motorcycling; (2) to promote rider education and safety; and (3) to make a positive impact on the host community by contributing to a worthy local group serving children to help them achieve its charitable purpose.

Curve Cowboy Reunion Chairman, David Taylor, said "We considered a number of worthy organizations in Boise, and when we came upon Ride for Joy we felt we had found a really good match for our group. The work they do is so crucial and life changing for the special needs children they are helping, and has a tremendous positive impact on their lives." Taylor said, "After spending just one afternoon with them it was absolutely clear that we had found a truly special and wonderful organization. We are excited and honored to be working with them to try and help further their goals and objectives, and bring the level of joy and accomplishment we witnessed on their student's faces that afternoon to many more children in the Boise and Treasure Valley area."

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