



Bubba the Love Sponge and 102.3 My Country FM present **Bikes for Badges!**

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Contact: Chad Hallmark
352-732-9877 / 352-375-1317
challmark@jvcbroadcasting.com

Ocala, Florida: Gainesville/Ocala country radio station **102.3 My Country FM** and Nielsen rated #1 morning man **Bubba the Love Sponge** announce "**Bikes for Badges**", a charity motorcycle run on Saturday June 14th, at Bubba Raceway Park in Ocala. All monies raised will go directly to the families of fallen Florida Highway Patrol officer Chelsea Richard, as well as civilians George Phillips and John Duggan, thanks to the **Bubba the Love Sponge Foundation**. All three lost their lives in the tragic I-75 pile-up on Saturday May 3rd.

Bikes for Badges is open to everyone with a registration fee of \$25 including passes to Bubba Raceway Park on 6/14, a ticket to Summerland Music Festival on 6/15, food, and live entertainment. Tickets can be purchased at www.btlsfoundation.org in advance or at Bubba Raceway Park the day of the ride. Registration on Saturday June 14th will begin at 8:30am and the run will begin at 10am. Officers from the Marion County Sheriff's Office will be escorting all riders safely through the beautiful scenic roads of Marion County.

"**Bubba the Love Sponge** and 102.3 My Country FM are committed to giving back to our community," says **Dave Tyler, Director of Programming** for **102.3 My Country FM**. "This is our hometown," added Tyler. "Tragedy can strike anywhere and we want to ensure the families of our fallen heroes are well taken care of. The Bubba the Love Sponge Foundation to date has given nearly half a million dollars in funds to families of these heroes. Now we are honored to take care of the three families affected by this accident."

Vice President and Market Manager of **JVC Media of Florida Shane Reeve** added, "Since the tragic event on May 3rd, our community has seen an unprecedented outpouring of compassion. Bubba, Dave and Bo, and the entire staff of 102.3 My Country FM know nothing will take away the pain of losing a loved one, but we all hope this event will allow for financial stability and a new chapter for all involved."

For more information on Bikes for Badges, please log on to www.1023mycountry.com or www.btlsfoundation.org.

JVC Broadcasting was formed in July 2009. The company consists of nine radio stations, four serving the Nassau/Suffolk, New York market, and five serving the Gainesville/Ocala market. JVC also owns its own events division, Long Island Events, which is the operator of The Pennysaver Amphitheater, a 7000 person outdoor concert event facility on Long Island. These businesses power JVC, the leading provider of entertainment marketing solutions for local consumers, enabling thousands of advertisers to tap into the 4.5 million consumers JVC delivers through its live event, electronic media, and digital platforms. JVC broadcasts and presents with the mindset that if we under promise and over deliver, have integrity in all of our relationships, and create an atmosphere of high energy fun and excitement, our results will be exceptional for our clients, listeners, and our families. For additional information, visit www.jvcbroadcasting.com.

3357 SW 7th Street Ocala, FL 34474 • PH: (352) 732-9877 • FAX: (352) 622-6675

4424 NW 13th Street, Ste C-5 Gainesville, FL 32609 • PH: (352) 375-1317 • FAX: (352) 375-6961