

24 Hours of Booty

Main Event

Even at midnight, the Myers Park neighborhood was swept with the sounds of bicycle spokes turning as 1,200 riders rode to support **24 Hours of Booty's** fight against cancer. The 24-hour event, now in its 12th year, raised \$1.37 million during the July 26-27 weekend to support its national affiliate, **LIVESTRONG™**, and local beneficiaries including Levine Cancer Institute (LCI).

"It's wonderful energy," said Patrick Meadors, Manager of Psychosocial Oncology at LCI, of the late-night atmosphere. "It's nice for everybody to be able to join up for one cause and it's just festive."

A midnight pizza party provided fuel for the cancer fighters at Bootyville—the home base for the event located at Myers Park Traditional School—where 116 teams pitched tents to camp, socialize and re-energize. Other highlights included the Survivor Parade Lap at the start of the event, live music and a Survivorship Celebration breakfast.

"We support a great cause and we support each other," said Hillary Crabtree of her Tri It For Life team, part of a nonprofit that empowers women to train for and compete in triathlons. Teams included Team Bank of America, the top fundraisers; Team AmWins, with the highest fundraising average per rider; and the Charlotte Sharks, the first runner-up fundraising team.

Many of the teams boosted their fundraising efforts during the months leading up to the main event by hosting Booty-centric events from Bowling for Booty, to Billiards for Booty, to Bottoms Up for Booty. Seeing the pre-cycling support, 24 Hours of Booty Executive Director Basil Lyberg said, "It means the world." ■

*Written by Katie Toussaint. Photos by PPT Photography.
More photos at www.societycharlotte.com*



Marsha Herring, John Locklear, Elizabeth Pickler, Roberto Correa, Addie Kinsler and David Thaw



Ed Larson, Reid and Karen Holbert, and Janet and Arianna Smith



Ava, Emily and Joe Zuyus



Craig Campbell, Matt Parker, Brian Sheilds and Tyler Yost



Mike and Pat Crosby

24 Hours of Booty

Bottoms Up for Booty

The after-work crowd cupped cold brews at NoDa Brewing Company and raised funds for Team Gita during the 7th annual **Bottoms Up for Booty** on July 18. The more than 90 supporters helped the team's 42 cyclists raise \$2,500 for their **24 Hours of Booty** ride at the end of July. The annual cycling event raises money to contribute to the national fight against cancer through **LIVESTRONG™**, as well the local fight through Charlotte organizations.

"If you've ever ridden a bike for any amount of time," said Nick Good, Captain of Team Gita, "you know there's pain involved."

The riders at 24 Hours of Booty know they're riding for cancer survivors and those who have lost the battle. "You realize you're riding for people who are going through far worse," Good said.

His team, named for Gita Sporting Goods, has been involved in 24 Hours of Booty for 8 years and honors the family of Bernie Reen, a local physician who has loved ones who have lost the battle against cancer. Team Gita sports green in honor of the Reen family's Irish heritage and, this year, Bottoms Up guests carried green cups for their brews to continue the theme.

Good said of Bernie: "He's actually a big reason a lot of people do this. We kind of rally around him." ■

get involved

24 Hours of Booty Charlotte

www.24hoursofbooty.org • 704.365.4417

*Written by Katie Toussaint. Photos by Dianna Augustine.
More photos at www.societycharlotte.com*



Team Gita supporters



Julian Andretta and Jenni Walker



Brian Walsh and Chase Prezioso



Dan Scallion and Basil Lyberg



Nick Good and Jenna Wise

Muscular Dystrophy Association

CHDDA Ride for Life Tour 2013

Summer storms did not stop 60 motorcycle riders from thundering into Charlotte Motor Speedway for the **Carolina's Harley-Davidson Dealers Association (CHDDA) Ride for Life Tour 2013** benefiting the **Muscular Dystrophy Association (MDA)**. Weather prevented a higher turnout, but the MDA still expected to receive about \$25,000 from the July 27 event to help pay for services for those with neuromuscular diseases and their families.

Ride for Life is a first-time event for the Carolinas. The CHDDA, wanting to add a charitable aspect to their annual Passport Tour, sponsored the event with the MDA to raise funds to pay for services like flu shots, support groups, therapy and summer camping for those affected. The 100 attendees enjoyed live music and a silent auction for gift certificates and Harley-Davidson merchandise.

The summer camp is unique because it works to make children with differing symptoms feel "like everyone else" said Liz Kayed, Executive Director of the MDA Charlotte North.

"Summer camp is the most awe-inspiring and life changing week of the year for all those involved," Kayed said. "This year we are expecting 54 campers from our local area. Each camper is paired on a one-to-one ratio with a counselor. The week's activities include fishing, canoeing, swimming, karaoke, a softball competition with local firefighters and ends with a dance." ■

get involved

Muscular Dystrophy Association • www.mda.org • 704.663.1181

*Written by Rémy Thurston. Photos by PPT Photography.
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Bryson Foster



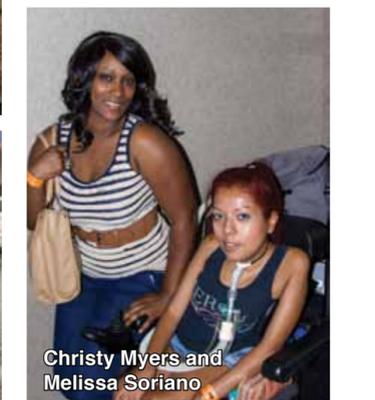
Alycia Page and Kelly Masterson



Jim Norton and Rick Thomas



Riders



Christy Myers and Melissa Soriano

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