



## Press Release

Date: July 20, 2007

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For Immediate Release

### **Motorcycle Ride and Charity Fundraiser To Remember Lt. Col. Brett (Boo Boo) Bekken (USMC Res.)**

*DALLAS, TEXAS (July 20, 2007)*... On Saturday, July 28, 2007, the third annual BooBash Ride & Remembrance Charity Fundraiser will take place. Proceeds from this event will benefit the Brett Bekken Memorial Fund within the Dallas Margarita Society/Dallas Children's Charities. This event is produced by the BooBash Ride Group, a Texas Unincorporated Non-Profit Association organized in 2005.

"Lt. Col. Brett ("Boo Boo") Bekken was an American Airlines first officer and a Marine Reserve fighter pilot. Lt. Col. Bekken was killed when his jet crashed in the California desert on April 21, 2004 during a training mission. His friends continue to celebrate his life and legacy of friendship and community service through the annual BooBash Ride & Remembrance Charity Fundraiser," commented Michael Vernone, president of BooBash Ride Group and a director of the Dallas Margarita Society. In addition to being a dedicated volunteer and supporter of Dallas Children's Charities, Boo Boo was a gifted fighter pilot and talented musician.

This year's Fun Ride will have two start points. Dallas area riders will start in Deep Ellum, at Reno's Chop Shop Saloon, 210 N. Crowdus (the RED building at the corner of Elm and Crowdus) by 4 PM. The ride will leave Reno's at 4:30 PM and will end at the Hole In The Wall (11654 Harry Hines Blvd. at Forest Ln./635 in Dallas, Texas 75229) . Ft. Worth and Mid-Cities area riders will start at Wilhoites, 432 South Main, Grapevine, TX 76051. All bikers should meet at 4 PM and the ride will leave Wilhoites at 4:30 PM and will end at the Hole In The Wall. There is no entry fee for the Fun Ride, and all riders are welcome.

The Maylee Thomas Band and Mouse Mays will be performing at The Hole In The Wall (11654 Harry Hines Blvd. at Forest Ln./635 in Dallas, Texas 75229) for this year's BooBash. Doors open at 4 PM. In addition to musical entertainment, BooBash will feature a live auction, raffle and sales of commemorative t-shirts. Entry fee for BooBash is \$10 and will be collected at the door. Mouse Mays will play from 5:30 - 8:30 PM and The Maylee Thomas Band will play from 9:30 PM - 1 AM.

BooBash Ride & Remembrance charity sponsors include: The Hole In The Wall, Reno's Chop Shop Saloon, Wilhoites and Steve Crane Associates as Sponsors.

For more information contact Michael Vernone (mvernone@earthlink.net) or log onto <http://www.boobashride.com>.

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The Dallas Margarita Society, Inc., (d.b.a. Dallas Children's Charities) was formed in 1977 when a small group of business acquaintances decided to host a holiday party for associates and friends, and asked their guests to bring Christmas gifts for less fortunate children. The Society is a non-profit charitable organization whose goals are twofold. The first is to provide disadvantaged Dallas/Fort Worth Metroplex children with gifts at Christmas time and the second is to help those community organizations that work directly with underprivileged children throughout the year. Their Charity Ball has grown over the years and is now believed to be the largest annual invitation only charity black tie gala in the world, with over 10,000 guests, providing gifts for more than 6,800 disadvantaged children each year.

The Dallas Margarita Society achieves its goals by hosting fundraising happy hours throughout the year, an annual golf tournament in early summer and the Charity Ball early in the holiday season. At the Ball, guests are encouraged to bring toys or sponsor gifts with cash. Additionally, sponsors are solicited and through their generosity the Society provides operating support and scholarships to numerous community organizations. In 2005, The Dallas Margarita Society/Dallas Children's Charities collected over \$405,000 in toys and cash in conjunction with over \$175,000 in corporate and individual sponsorship donations. All fund-raising activities and events are donated to local DFW children's charities.

Over the past 30 years, the community impact generated by the activities and fund raising events of the DMS/DCC continues to prove every year that harnessing the charitable spirit of a few friends can be directed to reach out and truly "lift up" thousands of kids in need.



**Lt. Col. Brett (Boo Boo) Bekken**  
**July 28, 1967 – April 21, 2004**

