

Local families to receive 80,000lbs of food & supplies from Star Touring and Riding Association during 4-day motorcycle event in the Hershey Harrisburg Region

July 16-19, 2013



Harrisburg, PA – Since March 2012 the Hershey Harrisburg Regional Visitors Bureau ([HHRVB](#)) has been working with the Star Touring and Riding Association, the Official Riding Organization of the Yamaha/Star Motorcycles Corporation, to bring their 15th Annual [STAR DAYS](#); a four-day touring and riding event, to the Hershey Harrisburg Region this July 16-19, 2013.

The event, billed as the largest gathering of Star Motorcycles in the nation, will be held at the [Sheraton Harrisburg-Hershey](#) and is projected to attract 1,200 people and account for 1,500 room-nights per bureau officials.

According to the event Web site www.StarDays.org, STAR is a non-political, non-confrontational association that focuses on family, fun, camaraderie and riding. All brands of motorcycles are welcome to register for the [events](#) and organized rides.

The **Feed the Children® Food Drop Ride** is slated to be a highlight of the event with a procession of approximately 300 motorcycles departing the Sheraton Hotel on Lindle Road at 8:30am on Wednesday, July 17 to deliver 80,000lbs of food and personal items to awaiting pre-selected families in the parking lot of the Pennsylvania Farm Show Complex & Expo Center ([FSC](#)) located at 2300 North Cameron Street in Harrisburg. View a [map](#) of the designated parade route the bikes will follow along Paxton Street and Cameron Street on Wednesday morning.

STAR Touring and Riding Association has been a partner with [Feed The Children®](#) since the first STAR DAYS auction held in Springfield, Missouri in 1999 and is recognized as a major benefactor. The first Food Drop Ride began during the 2001 STAR DAYS in Bowling Green, Kentucky. Today the STAR Touring and Riding Association continues to partner with a local Feed The Children® chapter or food bank partner organization in the region hosting their annual rider appreciation event. This year the local organization is the [Ecumenical Food Pantry](#), whose mission for four decades has been to provide food to help meet the emergency needs of people in the greater Harrisburg area.

###

EVENT CONTACT INFORMATION:

Founder/President, Alan Cease
Event Coordinator, Ginger Cease
Tel: (520) 292-0200
STAR Touring & Riding Assoc.
International Office
7320 N. La Cholla Blvd. #154-406
Tucson, AZ 85741-2354

About STAR Touring and Riding Association



Conceived in 1995 and founded in 1996, STAR Touring and Riding Association is an international family riding organization. As the, "Official Riding Organization of the Yamaha/Star Motorcycles Corp.," STAR is a non-political, non-confrontational association. Its main focus is on family, fun, camaraderie and RIDING. All brands of motorcycles are welcome. Comprising over 45,000 families and over 280 chapters, STAR recognizes safety as a first priority. The STAR community is a mix of riders with varied riding experiences. Chapter rides follow the highway laws and limits, to keep everyone as safe as possible. This allows everyone to enjoy the ride and not have new riders feel overly stressed. STAR chapter rides do not include "tavern runs", and consumption of alcoholic beverages on chapter rides is prohibited. We want to see you back safely for the next ride. If you are looking for a family motorcycle association, with a lot of pride, spirit and camaraderie without the "attitude" you have found the right organization. Come ride with us and feel the spirit! STAR TOURING AND RIDING ASSOC. CREATING THE EXPERIENCES OF A LIFE TIME...

Web: www.Startouring.org; **Facebook:** [facebook.com/startouring](https://www.facebook.com/startouring).