

November 12, 2019

Between April 30 and May 3, 2020, The Jewish Motorcyclists Alliance (JMA) will be hosting the 16th **Ride to Remember**, raising funds for educational endeavors promoting diversity and opposing intolerance. Especially in this time of historically high antisemitism, and the most blatant expressions of racism and bigotry worldwide, programs like this are even more important. And, as much as this is of societal importance, it is also critical to the diversity that leads the most successful businesses.

This year there are two (2) ways to offer financial support:

1. Make a donation [Click Here](https://www.ride2remember.com).
2. Become a sponsor [(Click Here)](https://www.ride2remember.com/become-a-sponsor)

If you prefer to send a donation via postal mail, you can also download the form there. Please note [*Enter your club name*] in the **Last Name** field. At your option I'd like to know if you donated (and, at your discretion, how much).

**Most important is to participate by riding, donating and/or spreading the word.**

For 16 years the [Ride 2 Remember (http://ride2remember.com/)](http://ride2remember.com/) has worked to sustain the defining doctrine of all free men and woman around the world; that people of all races and religions must be treated equally and without prejudice. From 1933, when Dachau was set up, to 1945 when Hitler was defeated, six million men, women and children of the Jewish faith, along with 7 million other innocent people, were murdered in the worst genocide in the history of humankind.

This year’s formal events will be held April 30 – May 3 in **San Diego** to raise money for [The Butterfly Project](https://www.ride2remember.com/the-charity). Their program זכרון ותקוה (Zikaron V’Tikvah) - Hebrew for Remembrance and Hope - was co-founded in 2006 by educator Jan Landau and artist Cheryl Rattner Price. Jan and Cheryl started this as an initiative at San Diego Jewish Academy to take Holocaust education out of the textbook and bring it to life in a way that inspires students to make the world a better place.

Sincerely,



[*Enter your Name*]