

# Riding For A Cure

(NAPSA)—You may be able to lend a hand and help your hands, all in an effort to find a cure for AIDS.

For the fifth year, Kiehl's LifeRide for amfAR will be on the road to funding AIDS research, backed by Kiehl's Since 1851, the venerable New York-based purveyor of fine-quality skin and hair care. HIV/AIDS awareness has long been



Photo Credit: Travis Shinn

**To raise funds and awareness for AIDS research, Chris Salgado, president, Kiehl's USA, and other famous folks ride motorcycles around the country.**

among Kiehl's philanthropic efforts and the skin care company has donated approximately \$3,000,000 to the cause. At the conclusion of this year's ride, Kiehl's will have raised \$1,025,000 for amfAR specifically, funding six cure-related research projects.

The ride, a multistop charity tour on Harley-Davidsons to raise funds and awareness for amfAR, The Foundation for AIDS Research, runs for 11 days, August 2 through 12, from Milwaukee to New York City. Key partners for the ride include Harley-Davidson Authorized Rentals, the world's largest provider of motorcycle rentals, and FIJI Water, the No. 1 imported bottled water in the United States.

The riders include Chris Salgado, President, Kiehl's USA; Kevin Robert Frost, CEO, amfAR; and actors Vanessa Marcil, Gilles Marini, Katee Sackhoff, Teddy Sears and Malcolm-Jamal Warner, among others.

Those who can't participate on a motorcycle can still have a hand in supporting amfAR in two ways. One: Donate at any Kiehl's store or [Kiehls.com/LifeRide](http://Kiehls.com/LifeRide). Another: Purchase a Limited Edition Ultimate Strength Hand Salve, a jumbo size of the popular classic formula, since 100 percent of net profits from the sale will benefit amfAR. The specially designed bottle has a red cap.

Learn more at [www.Kiehls.com/LifeRide](http://www.Kiehls.com/LifeRide) and (800) KIEHLS-2.