

Harley-Davidson supports men's health with Snors for a Cause

In celebration of its new 2015 range and in support of men's health, Harley-Davidson has launched Snors for a Cause Motorcade 2014.



"We're calling all Harley riders as well as pit bike, superbike, cruiser, trike and scooter riders and pillions to join us on Saturday, 1 November for a parade at a Harley-Davidson dealership nationwide," says Paul De Jongh, Harley-Davidson Africa Country Manager.

In true Harley form the Snors for a Cause Motorcade 2014 is set to be a first with parades taking place on the same day at the same time at all 10 Harley-Davidson dealerships. Participating dealerships include Tyger Valley, Cape Town, Clearwat Gold Rand, Johannesburg, Durban, Pretoria, Big Five, Zambezi and Bloemfontein. Parade riders will be able to view the new 2015 Harley-Davidson models at each dealership after the parade. The new models include the Road Glide Special, Ultra Limited Low, Street Glide Special, CVO Street Glide and CVO Road Glide Ultra.

Embrace the Harley spirit and be a rebel with a cause by registering on www.facebook.com/HarleyDavidsonAfrica from 1 October and receive a limited edition Snors for a Cause buff. A limited number of Snors for a Cause pins will be made available to participating riders. Added to this Harley-Davidson Africa will be putting their muscle where their mouth is and donate a minimum of R50,000 for the fight against cancer in men.

Changing the face of men's health

True to the campaign, Harley-Davidson Africa will continue to raise awareness for men's health with a competition element. Grow a legendary moustache during the month of November and stand a chance to win a Harley-Davidson Street 750 which will be launched in the South African market in early 2015.

"Changing the face of men's health is the stuff legends are made of and Harley-Davidson is all about uniting to make a difference," comments De Jongh.

We dare you. Be a rebel and make a difference. Bond with Harley-Davidson and release your personal freedom and join our adventure.

Visit Harley-Davidson Africa's website <http://www.harley-davidson.com>, Facebook page <http://www.facebook.com/HarleyDavidsonAfrica>, Twitter [@HarleyAfrica](https://twitter.com/HarleyAfrica) and follow the conversation using #Ride4Health for more information.

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