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## Love Ride roars back onto the landscape

By Gregory J. Wilcox, Staff Writer

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Bikers prepare for the start of the 25th Annual Love Ride Sunday Oct. 26, 2008, in Glendale, Calif. More than 20,000 bikers from around the world participated in the fundraiser. (Andy Holzman/Staff Photographer)

Canceled last year because of the recession, the popular Love Ride will roar back to life in November, with a retro vibe energizing the popular motorcyclists' fundraiser, organizers said Friday.

Led by founder Oliver Shokouh and longtime Grand Marshal Jay Leno, motorcyclists will ride from Glendale Harley Davidson to the Calamigos Ranch in Malibu, the destination of the original ride in 1984.

The first ride had 500 participants but the numbers swelled into the thousands as the event evolved. This year, however, organizers plan to cap participation at 1,000 riders.

"It wouldn't make sense to go retro with 15,000 bikers, so this year's event will be kept intentionally small," said Shokouh, who owns the Glendale dealership.

The scaled-back event will help hold down costs and will allow it to be held at Calamigos Ranch, a 130-acre facility near Kanan Dume Road and Mulholland Highway.

"We have plenty of space to park bikes and Kanan is a pretty busy bike route on Sundays as it is," said Erin Bagaason, who is in charge of special events at the venue.

Plans are in the works for a barbecue picnic and several musical performances, including a concert by guitarist Robby Krieger of The Doors. He attended the first Love Ride and performed at that event.

Last year's Love Ride was canceled because of the sour economy, and Shokouh announced earlier this year that the event wouldn't return until 2011. But organizers eventually

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realized there was enough enthusiasm and support to revive the ride in the fall.

"We are very happy to be back with the Love Ride, actually much sooner than we thought," Shokouh said.

The original ride benefited the Muscular Dystrophy Association. This year's proceeds will go to Autism Speaks.

"The Love Ride was about riding out with friends for an afternoon picnic with great barbecue and wonderful music, shade trees and fresh air off the ocean," Shokouh said of the original event.

Shokouh said that over the years the Love Ride Foundation, a nonprofit charity, has raised about \$14 million for children's organizations.

Leno has a long affiliation with the event.

"Jay has been an icon for the ride, he's what makes the heritage of the Love Ride so rich. He wants to be a part of this year's retro run and we couldn't be happier," Shokouh said.

Leno could not be reached for comment.

Serving as honorary grand marshals will be actors Robert Patrick and Peter Fonda along with Willie G. Davidson, grandson of William A. Davidson, one of the founders of the iconic motorcycle company.

The Love Ride is scheduled for Nov. 7. Tickets are \$100 and go on sale July 24 at Glendale Harley Davidson or [loveride.org](http://loveride.org).

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