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News

Saturday, July 5, 2008



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\$279,900
4 Beds, 1.5Baths

[Rosedale](#)

\$259,900
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Harley-Davidson Fights Cancer with Women Only Ride

By Rocco Geppi

THE AVENUE NEWS STAFF

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For those of you that do not believe the words Harley-Davidson are synonymous with women, think again. This Saturday, The Harley-Davidson Buell Store of Baltimore will hold its first Heels 2 Wheels ride; "a ride planned by women for women."

The ride will benefit not one, but two breast cancer foundations: Susan G. Komen for the Cure and Amazon Heart. The former has been linked with breast cancer prevention and awareness since 1982. Susan G. Komen's sister Nancy G. Brinkers promised that she "would do everything in her power to end breast cancer forever," and to date the foundation has raised more than \$1 billion.

Amazon Heart is a slightly younger group that was established in 2004, but with similar goals. As it reads in part on their website (www.amazonheart.org) the group aims to provide peer support for women to share their experiences, show strength and inspiration, and raise funds and awareness for breast cancer and its local organizations.



Early on in 2008, Colette Nichols, a Rosedale resident, contacted Harley-Davidson of Baltimore. Nichols is a two time breast cancer survivor who is now in a stage of metastases, which means she will live with the cancer for the rest of her life. Although it is not curable, it is able to be controlled through medicine and treatment.

Nichols was selected by the Young Survival Coalition to ride in the "Amazon Heart Thunder" a ride that will start in Los Angeles, and finish in San Francisco. The journey is slated for September 6-13 and among other reasons was designed to "decrease the social isolation of [breast cancer] survivors, challenge media stereotypes of breast cancer, and generate funds to meet the needs of women living with breast cancer."

So why did Nichols contact Harley? At 41 years young she has never ridden a motorcycle. Enter Tina Jarman and Jean Neal, the two "biker chicks" spearheading the Heels 2 Wheels ride.

The event name is the brain-child of Jarman, who searched other Harley-Davidson stores online for a women only ride. She introduced the name to store owner Jim Foster during the store's January Harley Owners Group (H.O.G.) meeting, and he gave the okay right on the spot.

The idea was born out of Jarman's "Garage Parties" that started last winter. The garage parties are a kind of introduction to motorcycles for women interested in riding. The parties are designed to make females comfortable and less intimidated. During the parties, women go from the service center to sales to clothing and even get to sit on the bikes to get the feel of a Harley-Davidson.

"For a lot of women the thought of walking into a dealership is intimidating. So Harley-Davidson has said, 'we need to fine tune ourselves to make women more comfortable with coming into our stores,' and that's what we have done with the garage parties," said Jarman, the Director of Marketing & Promotions at the Harley-Davidson Baltimore location.

When Jarman held her first party in the winter of 2007, 14 women attended. Since then, Jarman has hosted two parties and more than 60 women were tallied in attendance.

Neal is the dealership's Sales Administrator and Rider's Edge Program Manager and spoke to Nichols after her inquiry to Harley regarding a scholarship to teach her to ride. Neal said at first she did not know what Nichols meant by a scholarship. "For free," Nichols said to Neal during an interview for this article. She was only half joking.

Jarman and have taught Nichols how to handle a motorcycle and will be on hand Saturday to see her ride. The ride will start at Harley-Davidson of Baltimore, located at 8845 Pulaski Highway, and run throughout scenic Baltimore County to Oregon Ridge Park. Registration for the ride begins at 9 a.m. with the ride departing at 11 a.m.

For more information or to inquiry about making a donation, visit the store or call 410-238-2003 and ask for Tina Jarman or Jean Neal.

In this section:

[Students observe Memorial Day](#)

The gymnasium of Perry Hall Elementary School was a sea of red, white and blue clad students and faculty as they celebrated Memorial Day on Friday, May 23.

[Photo courtesy of Harley-Davidson Buell Store of Baltimore](#)

Colette Nichols, a two-time breast cancer survivor, will lead this Saturday's Heels 2 Wheels ride to benefit Susan G. Komen & Amazon Heart.

[Harley-Davidson Fights Cancer with Women Only Ride](#)

For those of you that do not believe the words Harley-Davidson are synonymous with women, think again. This Saturday, The Harley-Davidson Buell Store of Baltimore will hold its first Heels 2 Wheels ride; "a ride planned by women for women."

[Photo By Amy P. Lookingbill](#)

During a ceremony held Thursday, May 29, Marshy Point Nature Center was recognized by the Maryland Association for Environmental and Outdoor Education as being a new Maryland Green Center. Marshy Point supports green schools in Baltimore County by offering environmental education programs to students in Baltimore County Public Schools and several private schools in Baltimore County. The ceremony was held on the Catonsville campus of the Community College of Baltimore County.

[Andy Harris Speaks Before Northeast Republican Club Dinner](#)

State Senator Andy Harris, the Republican nominee for the U.S. House of Representatives from the First District, spoke before a sellout crowd at the Northeast Republican Club's annual chicken dinner on Thursday, May 29. More than 300 people gathered at the Our Lady Queen of Peace hall in White Marsh to meet Senator Harris, former Governor Bob Ehrlich, and other Republican officials from eastern Baltimore County.

[Photo courtesy of Hal Ashman](#)

About 150 paddlers participated in Paddle for the Cure in 2006. After a break in 2007 due to construction in Gunpowder Falls State Park, the event to raise money to beat breast cancer is back at Ultimate Watersports on June 14.

[Paddle for a cure for breast cancer](#)

On Saturday, June 14, kayak paddlers of all skill levels will help in the fight to prevent and cure breast cancer at the 4th Annual Paddle for the Cure to benefit Susan G. Komen for the Cure.



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