

# NEWS RELEASE

## J&P Cycles®

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# J&P Cycles® Fund-Raiser Benefits Local Children

FOR IMMEDIATE RELEASE –

**ANAMOSA, Iowa** - The holiday season is a difficult time of year for many families. In addition to Christmas, families struggle as cold weather creeps in, raising utility bills, not to mention this year's downturn in the economy. The economy alone has reduced the hours of workers or left many jobless. It's no wonder some have a hard time finding Christmas cheer!

Thanks to J&P Cycles® and their employees, the holidays were a little brighter for some less fortunate Jones County children. The fund-raiser started in mid-October and its goal was to raise money for Anamosa Charities. The money donated by J&P® and other donors provided toys to 400 children in 180 families in Jones County.



**J&P® Human Resources Director Carla Elliott was an unintended pie recipient.**



**Call Center Manager Rich Brecht received a pie from Marketing Supervisor Nicole Ridge.**

For a \$1 donation, employees of J&P® bought a chance for the opportunity to toss a pie in the face of the manager, supervisor or team lead of their choice. The more chances employees bought, the better their odds were of having their name drawn. Additionally, J&P® staffers were able to purchase 6 tickets for \$5 or donate \$25, which guaranteed the throwing of a pie in the face of that person's chosen target.

On Dec. 22, 30 lucky J&P® supervisors were "chosen" to receive a "pie" (whipped topping) in their kisser. Even J&P Cycles® President John Parham, Vice President Jill Parham and Director of

Operations Zach Parham joined in on the fun. In total, more than \$630 was raised. Additionally, employees at the J&P Cycles® Superstore in Ormond Beach, Fl. raised \$231 through the same contest for the Second Harvest Food Bank.

"Throughout the year, J&P Cycles® holds various fund-raisers. We decided to change this one up a bit this year, and what a hit it was. Raising more than



**Lyndel Berry gave his supervisor, Trafferd Anderson, a pie.**

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## J&P Cycles® Fund-Raiser - cont'd

\$630 is fantastic, and it feels wonderful knowing that so many local children will be smiling on Christmas, thanks to the generosity of our employees,” said Jill Parham.

“The Pie Throw Fund-Raiser was new this year, but has been one of the most enjoyable fund-raisers we’ve done,” said Human Resources Director Carla Elliott. “Let’s face it - we all have times when we would like to toss a pie in the face of our supervisor! This gave employees a chance to do so, and for a very worthy cause!”

J&P Cycles® is the World's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson®, V-Twin Metric Cruiser and Sport Bike motorcycles.



**J&P Cycles® President John Parham.**

Featuring tens of thousands of items in stock, in print and online, J&P Cycles® delivers the best customer service and return policy in the industry. Order toll-free in the U.S. and Canada at 1-800-397-4844 or online at [WWW.JPCYCLES.COM](http://WWW.JPCYCLES.COM).



**Anamosa Charities representative Dave Oldham (center) accepts a check for \$631 from J&P Cycles® Human Resources Director Carla Elliott and Vice President of Operations Zach Parham. J&P® employees raised money by purchasing “pies” for their managers, supervisors and team leads.**

This information is brought to you by J&P Cycles, your #1 choice for aftermarket Harley Davidson and Metric Cruiser motorcycle parts and accessories.