



# NEWS RELEASE



## J&P Cycles®

Contact: Nicole Ridge (ext 6437) • Phone 319-462-4819 • Fax 319-462-6037  
13225 Circle Drive • P.O. Box 138 • Anamosa, Iowa 52205

[www.jpccycles.com](http://www.jpccycles.com)



Producer Mike Alvey (center) goes over the fine points of the segments with host Brian Jackson and J&P Cycles® owner John Parham before shooting begins. (above)



## J&P CYCLES® Goes HOLLYWOOD with *Corbin's Ride On*!!

ANAMOSA, IA - April 9, 2004

J&P Cycles® is proud to announce that it has teamed up with Bradley David Productions (producers of the popular Speed Channel program *Corbin's Ride On*®) for their upcoming season.

"Bradley David produced an industry profile in 2003 for J&P Cycles® and it ran during *Corbin's Ride On*® 2003 season. The response we received was great." said J&P Cycles® president John Parham. "Then at the 2003 Sturgis Rally we had a chance to meet with them again and we started talking about a possible segment sponsorship for the 2004 season. We know *Corbin's Ride On*® is a very high quality show and a forerunner in the motorcycle industry so we were very excited to get involved."

Talks continued and by mid-winter the concept was finalized. "Bradley David came up with the idea of filming different segments showing products J&P has available to easily customize your motorcycle. We thought it sounded great." said Parham.

"We want to show some of the cool products J&P has available for all kinds of motorcycles that can easily customize your ride." said *Ride On* producer Mike Alvey, "At the same time we want to provide our viewers with useful motorcycle information and economical ways to make their bike their own. Things to do when customizing, things to avoid and tips that every rider should know."

"Hot products from several nationwide distributors including Custom Chrome, Kuryakyn, Baron Custom Accessories, , MetroVac, Race Deck and J&P Cycles® Milwaukee Twins line™ will be featured." continued Parham.

Six segments were taped at J&P Cycles® the week of March 22nd - 26th and will air throughout the *Corbin's Ride On*® 2004 season. The new season begins May 4, 2004 on Speed Channel. For more information on *Corbin's Ride On*® log on to their website at [www.rideontv.com](http://www.rideontv.com) or go to the J&P website ([www.jpccycles.com](http://www.jpccycles.com)) and click on the *Corbin's Ride On*® logo!



Enclosed CD contains the above text and color images

