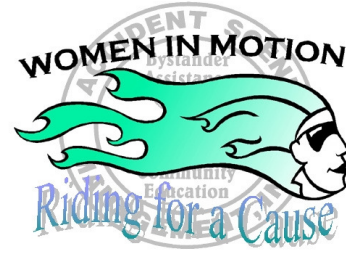




PRESS RELEASE



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WOMEN IN MOTION ROADGUARDIANS TO HOST TOMMY THOMPSON'S 16th ANNUAL REUNION RIDE

Ride Returns to the Midwest July 22 – 25, 2010

FOR IMMEDIATE RELEASE

Milwaukee, WI – July 14, 2010 Accident Scene Management Inc. (ASMI), a national provider of training for motorcycle safety related classes, and Road Guardians, a program aimed at reducing injuries and fatalities to motorcyclists by promoting safety on the road, announced today it will team with Women in Motion and former Wisconsin Governor Tommy Thompson to host his **16th annual Reunion Ride**. The ride comes home to the Midwest July 22-25, 2010. This year, a group of female "Road Guards" called **Women In Motion Roadguardians** will combine the annual fundraiser that they hold for ASMI with Tommy's Ride.

Tommy Thompson started an annual motorcycle ride when he was Governor of Wisconsin. A well known and popular public servant, Tommy Thompson left his position as Governor after 14 years when he was asked to serve as secretary of Health and Human services. Though he left public life in 2001, Tommy Ride's continued through the efforts of **Accident Scene Management, Inc.** (ASMI). While Tommy's rides have been week long events that have taken the group across country to New York City, Niagara Falls, North Carolina, and New Hampshire to name a few, this year Tommy's ride will start in Madison, Wisconsin with a kickoff party hosted by the CC Riders Motorcycle Club and Angelo's restaurant on Wednesday, July 21, 2010. General Public is invited to attend for a \$10.00 cover charge.

The ride departs from the Howard Johnsons in Madison, WI on Thursday July 22nd, and will cross three states concluding on July 25th in Phillips, Wisconsin. Day one includes stops at Kutter Harley-Davidson in Monroe, WI, Harley-Davidson of Galena, IL for lunch and Clinton Harley-Davidson and Best Western Frontier in Clinton, Iowa, where they have rolled out the red carpet. They are hosting dinner and a Bike Night community event with music by "Bones" a popular Classic Rock band. Day two includes stops at Dubuque Harley-Davidson, Pike's Peak State Park. Two Brothers Honda and Happy Joes Pizza in La Crosse, Wisconsin will host an evening meal. We will then gather at the Best Western in La Crosse at River Jacks for music by Schnidr and Mike Jones who is a special guest on our ride. Mike Jones is a

songwriter and movie producer from Arizona who produced "1903 yesteryear" and "Live to Ride". He is launching the release of his new CD "Road Dreams" on our ride. Day three, Saturday, July 24th, the ride moves on to Rockton with stops at the Wildthings Fur Company, a popular motorcycle accessory destination. It continues to Sport Harley-Davidson in Chippewa Falls for lunch and then concludes in Phillips, Wisconsin where Steve's Service Center and Club 13 Restaurant and Bar will entertain us with a meal and music.

Over 150 exhausted participants from seven states will make their way home on Sunday after stopping at Steve's Service Center for our famous Topless Bike wash where the guys wash the girls bikes Topless. Breakfast and massages make this stop a must as participants gather to say their good byes to new friends.

For more information on this event and fundraiser, visit:
<http://www.accidentscene.org/womeninmotion/signup.htm>

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About Tommy Thompson's Reunion Ride

Tommy Thompson started a motorcycle ride in 1994 to promote tourism in Wisconsin. He continued to host annual week long rides which left the boundaries of the state in 1998 until 2001 when he left his position as Governor of Wisconsin (after serving for 14 years, the longest tenure of any Wisconsin Governor). After serving 4 years as secretary of health and Human Services for the Bush administration Tommy entered public life and works for the Aiken Gump law firm in Washington D.C. overseeing healthcare interests worldwide. Tommy rides a Harley Davidson Ultra Classic and a Harley Fatboy.

About Accident Scene Management, Inc (ASMI)

ASMI was established in 1996 and in 1998 became a non-profit organization dedicated to reducing injuries and fatalities to motorcyclists. ASMI teaches a class called "A Crash Course for the Motorcyclist" in order to teach motorcyclists how to help each other in the event a rider is injured. The most likely person to be at the scene of a motorcycle crash is another motorcyclist and the first 5-20 minutes after a crash are the most critical so it stands to reason that training motorcyclists what to do at a crash is imperative. ASMI sees its role with reducing injuries and fatalities to motorcyclists as being similar to the role of the American Heart Association's to reducing cardiac death through CPR. While CPR is a great way to help cardiac victim survive, CPR done on a motorcycle crash victim results in a 1% chance of survival. ASMI has trained over 16,000 students and is the leader in motorcycle trauma training in the USA. Accredited by the American Nurses Credentialing Center and with over 140 instructors in 26 states ASMI is ready to expand. ASMI recently launched a new national program called Road Guardians that encourages motorcyclists to become Life Long Learners through a program of Resources, Rewards and Recognition.

About Women In Motion Road Guardians

Women In Motion Road Guardians were established in 2001 to host an annual fundraiser for Accident Scene Management, Inc. Over the years they have built the largest fundraiser of the year for the non-profit organization. 25 female motorcyclists work with communities, motorcycle friendly establishments and law enforcement to host a 3 day group ride that operates similar to a parade with all participants staying together as a group. The plan routes, meals, parties, auctions and gas stops along the way. The women are not a motorcycle club and have no other function than this annual fundraiser but are

required to be trained. They must take traffic control training, accident scene management Basic and Advanced training and motorcycle safety training. The women come from 5 states to serve as volunteers for this cause.

For more information contact

Vicki Sanfelipo, RN/EMT – Author of A Crash Course for the Motorcyclist

Executive Director - Accident Scene Management, Inc. www.accidentscene.org (MC Trauma Training)

Co-Founder Road Guardians www.roadguardians.org (Resources, Rewards and Recognition that encourage life long learning)

Founder Diamond Posse www.diamondposse.us (serving veterans)

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