

``The Guilt Trip''
South Florida's Jewish Motorcycle Riding Club –
King David Bikers – Plans Ride for Mother's Day

News Editors/Lifestyle Editors/Feature Editors/Religion Writers ADVISORY...for May 9th (Sunday)

FORT LAUDERDALE, Fla.--(BUSINESS WIRE)--May 7, 2004--In honor of Mother's Day, South Florida's Jewish Motorcycle Riding Club, King David Bikers, (KDB) <http://www.kingdavidbikers.com>, will leave the Rascal House in Boca Raton this Sunday at 11:30 AM for their ride they are calling - "The Guilt Trip."

"What better way to show mom you love her than by showing her you've broken her grip and your years of therapy have paid off?" says KDB President, Jeff Mustard. Sure, with her nurturing, guidance and browbeaten direction you've become a doctor, a lawyer or some other successful professional, but you've also managed to control your neuroses and muster the courage to buy a motorcycle too. Now is your chance to share this joy with your mom.

We all know that either our mother's or wives, for the most part, were against you buying a bike. "Jewish boys do not ride motorcycles." That notion was pummeled into our brains as the Matzo Brie burned on the stove. Heaven forbid we bought a bike, forget the fact that we might end up in eternal damnation, we had to suffer the wrath of our mother's, or wife's, guilt for succumbing to this desire. Yet, somehow, some of us managed, through a combination of therapy or living in different states, to actually cross that great mental divide and, like Evil Knievel, spring for two wheels. Hallelujah! We rejoice. They shop, we ride. Fair is fair.

So, this Mother's Day is the perfect time to bring your mom or your wife, neither of whom are still not over the fact that you bought a bike, and whom do not believe that there are other Jewish men meshugana enough to ride a bike, to the Rascal House (the Big Temple of Deli's) for a bountiful Mother's Day breakfast.

Once there, they will not only be surprised by the amount of Danishes and rolls the Rascal House puts out for the King David Bikers, the leather-clad group of professionals, but more importantly, how many darn motorcycles will be in the parking lot. "See ma, I told you so." Whether your mom meets you in her car at the Rascal House, or even better yet, if you can get her on the back of a bike - which by the way, if you do, breakfast is on me, she can see that you have a nice group of other kooky Jewish friends who ride. As if the motorcycle experience is not enough to throw mom into a crazed condominium convulsion, the ultimate destination will. The group will ride, with moms in shotgun position, and others perhaps in their Toyota Camry's or Grand Marquis, to Nikki Beach Club, the coolest, hippest restaurant/nightclub on South Beach to enjoy a truly special Mothers Day Brunch.

King David Bikers is a group created by and for Jewish American motorcycle enthusiasts who share the passion to ride and the bond of their faith. In 5 months the club has received national and international recognition, has 50 members and Chapter inquiries from around the world. The club's website is: <http://www.kingdavidbikers.com>

Ride Details

What:

"The Guilt Trip" - King David Bikers -
Jewish Motorcycle Bikers Take Their Mom's for A Ride

When:

Sunday, May 9th

Where:

Rascal House, Boca Raton, 2006 Executive Center Drive (Rascal House is located on Glades Road just west of I-95 on North Side of Road)

Time:

Bikes and Mom's Meet at Rascal House for Breakfast Commencing at 10:00 AM;
Breakfast until 11:30 AM; bikes depart at 11:30 AM for one hour ride to Nikki Beach Club in South Beach.

Final Destination:

Nikki Beach Club - Mother's Day Brunch

Address: 1 Ocean Drive, Miami Beach, Florida 33139

Phone: 305-538-1231

Bikes arrive at Nikki Beach Club between 12:30 PM and 1:00 PM

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