

In 2004, Billy Gordon was a musician living in the Hollywood area, working on a motorcycle event in Florida, involving Evel Knievel and Pamela Anderson. After noticing they were both challenged by liver disease, he contacted the American Liver Foundation of Greater Los Angeles (ALF), offering to distribute their information in Florida. The ALF began talking to Billy about helping them with a motorcycle event in Hollywood, featuring Pamela Anderson called, "The SOS Ride." Pamela had led the ride for 2 years, once with Tommy Lee, and another with Kid Rock, on a motorcycle. At the same time, one of Billy's associates was technical director for a new charity event at the Playboy Mansion, produced by outside entities. Billy, the ALF, and Pamela Anderson, began plans for a charity event at the Playboy Mansion, and a motorcycle ride. It ultimately fell through, but became the genesis for Motorcycle Charity Associates Inc. (MCA).

In 2005, as Executive Director of MCA, Billy Gordon and associates began to plan and produce what would become 8 motorcycle themed charity events, at the Playboy Mansion, www.MotorcycleCharity.org, with corresponding motorcycle rides in the morning of those events, from downtown Hollywood, to Malibu for brunch. www.VIPRide.net. Also, a Dinner for Heroes event in Beverly Hills, with another Hollywood Ride. Many of MCA's charity events are for wounded soldiers with proceeds going to other 501(c)(3) charities, like the Wounded Warrior Project, and Heroes Night Out, from Texas. Working with Heroes Night Out, MCA, along with donor support, was able to coordinate the bringing up of wounded soldiers to Hollywood from Texas, show them around Hollywood, get them hotel rooms, meals, go on a boat trip, have their eyes surgically corrected, and attended a MCA charity event at the Playboy Mansion.

Years prior to 2004, Billy Gordon and The Blue Rockers traveled the world entertaining at motorcycle events. www.MotorcycleEntertain.com. They played classic rock and blues, with Billy performing original, story-telling, biker-sagas, sometimes playing a guitar, saxophone, flute or motorcycle. His motorcycle was used as an instrument, looping the sound through his guitar effects, and a pyrotechnic machine, while balancing on the bike, playing his instruments, lighting guitars on fire, and blowing them up on stage.

On Friday August 28, 2015 the (AFI) American Film Institute, Silver Theatre, and Cultural Center, will host a special screening of a documentary entitled, "Heavy Metal Picnic," www.heavymetalpicnic.com. Produced by Jeff Krulik and co-produced by Billy Gordon. The screening will feature a party 30 years earlier in Potomac Maryland, instigated and organized by Billy Gordon. The Potomac area was overrun with thousands party goers and numerous motorcycle enthusiasts. *NBC News*, *The Washington Post*, and local papers called it a, "Minnie Woodstock." Krulik brings it to the big screen and talked about it in a appearance on the Carson Daly Show.

Billy Gordon, originally from Silver Spring Maryland, is a motorcycle enthusiast, musician, and Executive Director of Motorcycle Charity Associates Inc. (MCA). He has just released a book called, *Fun Cycle*, www.fun-cycle.org. The book focuses on the 75th Anniversary of the Sturgis Motorcycle Rally, in conjunction with the history, culture, and memoirs from the 50'th Anniversary Sturgis Rally. Back then, Billy Gordon and the Blue Rockers performed 10 nightly shows at the Legendary Buffalo Chip Campground, 2 accompanied by Wolf Man Jack. Here is a one minute YouTube about Billy and the book. <https://www.youtube.com/watch?v=nvLaS43A74Y> Proceeds are going to charity.

MOTORCYCLE CHARITY ASSOCIATES PRESENTS

FUN CYCLE

Special Edition for
THE 75TH ANNIVERSARY
 OF
AMERICA'S LEADING MOTORCYCLE RALLY

Selections from the book, "Fun Could Break Out at Any Minute!" by Billy Gordon

The History of the Rally

Popular Culture of Motorcycle Enthusiasts



Memories

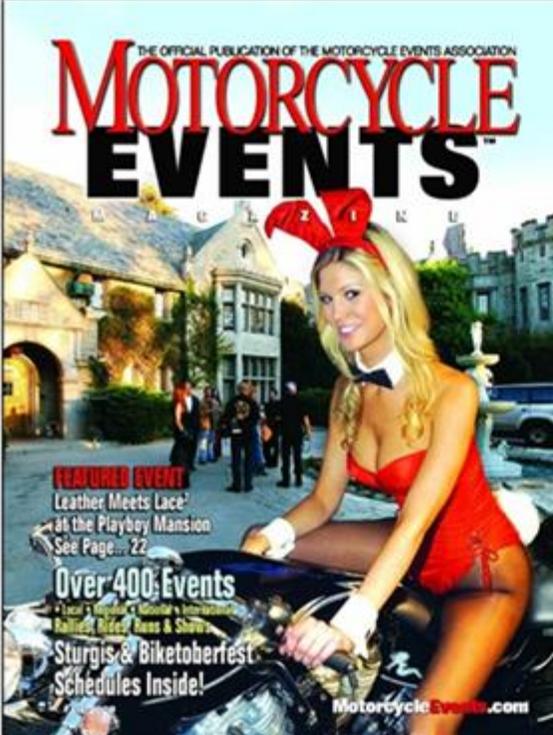
BOOK COVER



THE OFFICIAL PUBLICATION OF THE MOTORCYCLE EVENTS ASSOCIATION

MOTORCYCLE EVENTS

U S A



FEATURED EVENT
 Leather Meets Lace
 at the Playboy Mansion
 See Page 22

Over 400 Events
 * Local & National * Member's Interviews
 * Rallies, Rides, Shows & Shows

Sturgis & Biketoberfest Schedules Inside!

MotorcycleEvents.com

"A celebration of mid-life Maryland rock n' roll and heavy metal, by those who lived - and survived - it."

30TH ANNIVERSARY
AFI SILVER THEATRE
FRIDAY AUGUST 28 7 PM

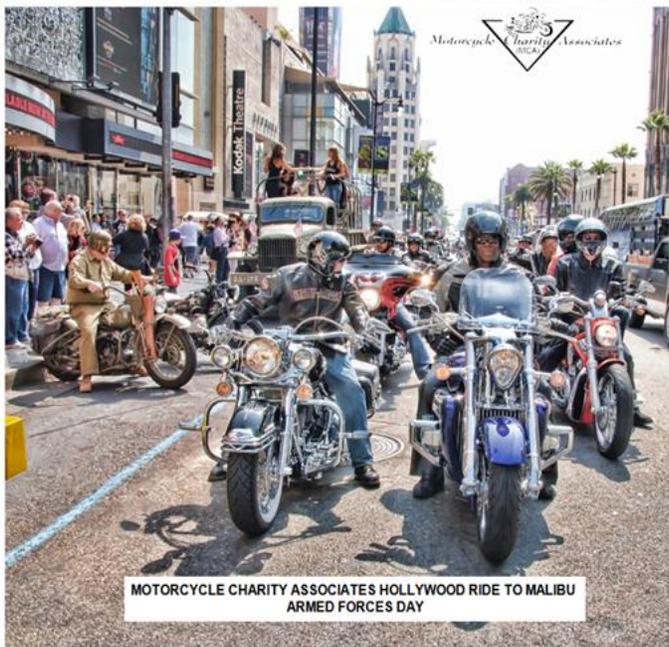
produced by jill knick, john hess, rick chubb & billy gordon. edited by gary dillon

HEAVY METAL PICNIC

"It's a great idea to keep it fun and bring it up to date!"
 - *Rolling Stone*

www.afisilver.com





Motorcycle Charity Associates Inc. 501(c)(3)

www.MotorcycleCharityAssociates.org

Info@motorcyclecharityassociates.org

To produce and promote events supporting worthwhile 501(c)(3) charities sharing the common goal of advocacy efforts, community programs, research, education, and health services.