

Custom British Customs X CROIG Triumph Bonneville Motorcycle Giveaway to Raise Awareness for Riders for Health Charity

British Customs and CROIG are giving away a custom Mad Max-themed Triumph Bonneville to raise awareness for Riders for Health charity.

Los Angeles, CA ([PRWEB](#)) December 14, 2015 -- [British Customs](#) teamed up with community motorcycle voice CROIG, ambassador Chippa Wilson, and industry leaders and innovators GoPro, Nixon, Aether, Thursday Boot Co., Simpson Race Products, Saint, Abel Brown, Hagon Shocks, and Stance to give away products and a highly customized Mad Max-themed 2015 Triumph Bonneville to raise awareness for [Riders for Health](#) charity.

This powerful team of influencers banded together under the banner of using their passion for motorcycles to do good. Together, they are raising awareness in aid of charity Riders for Health to save lives in Africa through British Customs' [Weekend Projects](#). Weekend Projects is an initiative to spur innovation and creativity by revolutionizing the custom motorcycle scene through supplying factory-spec bolt-on products that the average rider can use to transform a motorcycle in an afternoon using only common tools and minimal technical knowledge. For the duration of the initiative, a 2015 Triumph Bonneville is being customized by motorcycle community voice CROIG using British Customs products to demonstrate how easy motorcycle customization has become. The ultimate culmination of Weekend Projects is to give away the motorcycle that is being customized to one lucky registrant in step with raising awareness for Riders.

"We're very proud to bring this powerful team of partners together to do something truly good," stated Jason Panther, President of British Customs. "Riders [for Health] has found an elegant solution to a difficult problem by using motorcycles to deliver medical supplies to communities in need in Africa. We are honored to help raise awareness for this great charity, and to unite the motorcycle community in aid of their cause."

Chippa Wilson is the ambassador for Weekend Projects, and is acting to promote awareness globally to benefit Riders for Health. Wilson is a groundbreaking athlete and progressive role model for many, and he is known for his deep respect for the past and the new heritage. Driven by this respect, he is an icon of the do-it-yourself lifestyle and is acting on his love for personalizing things through representing BC Weekend Projects.

Next week, a Nixon watch will be given away and multiple detailed guides on how to customize a motorcycle styled after many kinds of classic motorcycle will be published on the [British Customs blog](#).

About British Customs:

British Customs is a Southern California-based lifestyle brand and designer of aftermarket motorcycle parts. They are known for making the highest quality factory-spec bolt-on parts that only require common tools and minimal technical knowledge to install. With any of their parts upgrades, the average rider can completely customize his or her motorcycle in a weekend.

About Chippa Wilson:

Chippa Wilson is a lifestyle personality known for his love of simpler things from the "good ol' days." Wilson is a known retro motorcycle enthusiast and Renaissance man. Wilson is a world-renowned professional surfer and X Games Silver Medalist. Wilson is sponsored by Nixon, Stance, Fox, Monster, and New Era, among other brands.



About Riders for Health:

Riders for Health is a social enterprise and registered charity that manages and maintains vehicles for health-focused partners in eight countries in sub-Saharan Africa. They work with ministries of health and other, smaller community-based organizations to help manage two- and four-wheeled vehicles of outreach health workers, allowing them to reach rural villages. Riders provides maintenance and management of these vehicles, and training for health workers in safe riding and driving.



Contact Information

David Bumpus

Triton Communications

+1 3104368012

David Bumpus

1-310-436-8012

Online Web 2.0 Version

You can read the online version of this press release [here](#).