



TRIMSPA® Leads the Pack in the 11th Annual "Elvis" Firefighter's Memorial Run

Riding his custom built TRIMSPA® Orange County Chopper "Race Bike," CEO Alex Goen led an estimated 4,000 motorcyclists in the 11th Annual "Elvis" Firefighter's Memorial Ride on Sunday, September 12. The Run began 10 years ago by Steve Ciasullo, President of Streets of Fire Motorcycle Club, to commemorate the death of his best friend, Newark firefighter Michael Jude "Elvis" DeLane, who died in the line of duty in 1994.

Cedar Knolls, NJ ([PRWEB](#)) September 16, 2004 -- Riding his custom built TRIMSPA® Orange County Chopper "Race Bike," CEO Alex Goen led an estimated 4,000 motorcyclists in the 11th Annual "Elvis" Firefighter's Memorial Ride on Sunday, September 12. The Run began 10 years ago by Steve Ciasullo, President of Streets of Fire Motorcycle Club, to commemorate the death of his best friend, Newark firefighter Michael Jude "Elvis" DeLane, who died in the line of duty in 1994.

"What a great event! It was absolutely incredible to see so many people come together and support such a great cause," expressed Alex Goen. "I am honored to help commemorate the men and women who put their lives on the line in service to their community everyday, and to have been chosen to lead the Elvis Run."

The ride began in Rockaway, NJ and ended at DeLane's former station, Rescue 1 Fire Department in Newark, NJ. Riders were treated to an all you can eat picnic, live entertainment, door prizes, bike show, and one lucky winner even rode away on a \$50,000 custom-built Orange County Chopper. All proceeds from the event will go to a number of charitable organizations, such as the Twin Towers Fund SM, Make-A-Wish®, Hospice, New Jersey Food Bank, and The Saint Barnabas Burn Center.

To get involved in next year's annual "Elvis" Run log onto www.streetsoffire.com for more information.

TRIMSPA®, a Cedar Knolls, New Jersey company is the maker of TRIMSPA® X32, the leader in weight-loss supplements. TRIMSPA is a key sponsor in the NASCAR®, racing circuit through Braun Racing, supported various events and has worked with numerous charitable organizations including the Millennium Women's Foundation, Susan G. Komen Breast Cancer Foundation®, American Cancer Society®, and Make-A-Wish Foundation®. TRIMSPA®, has helped celebrities like Anna Nicole Smith and heavyweight boxer Shannon Briggs lose weight. For more information about TRIMSPA and its products visit <http://www.trimspa.com> or call 1-800-TRIMSPA.

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