Kiehl’s LifeRide for amfAR

September 14, 2011 By Lauren Tuck

For seven days this summer—from July 31 to August 6—celebrities and motorcycle enthusiasts mounted their bikes for a trek called LifeRide in which they traveled to five Kiehl’s stores to raise HIV/AIDS awareness and funds for amfAR, The Foundation for AIDS Research.

The ride kicked off at the King of Prussia Mall in Pennsylvania. At each of the stops along the way Kiehl’s donated $5 to amfAR for every customer who visited the store. In addition, Kiehl’s introduced a Limited Edition Ultra Facial Cream, with 100 percent of profits from the product, up to $25,000, going to benefit amfAR.

After the first visit, Chris Salgardo, president of Kiehl’s USA, and Alain de Cadenet, Le Mans racer and ESPN “Speed Channel” host, led the group of cyclists on a scenic tour of Pennsylvania and Massachusetts.

The trip came to an end in New York City with a celebratory block party on Third Avenue. About 160 New York–area motorcyclists and LifeRide participants gathered just south of the Big Apple location and then rode to the Kiehl’s store together, making a stylish and dramatic grand entrance. They included Mark-Paul Gosselaar, Jason Lee, Tyson Beckford, Tricia Helfer, Justin Chatwin, Katee Sackhoff, Teddy Sears, Christopher Redman, Marguerite Moreau, Paul Cox, Paul d’Orleans and Conrad Leach.

At the block party, guests were treated to music spun by DJ Paul Sevigny, a barbecue lunch grilled up by Union Square Events, beverages from Sixpoint Craft Ales, cupcake treats by Magnolia Bakery and ping-pong from SPiN New York.

During the course of the ride, Kiehl’s raised $75,000 from its $5-per-customer donations and $25,000 from its facial cream. After the weeklong journey, Kiehl’s president Salgardo presented Kevin Frost, CEO of amfAR, with a check for $100,00.

See photos of the NYC event:

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