Fans of Motorcycles and Kiehl's Raise $100K to Cure HIV

Check out these party pics from Kiehl's 10th annual LifeRide for amfAR, the Foundation for AIDS Research.

August 1, 2019 By Caroline Tien

When the rubber hits the road, Kiehl's raises the funds for HIV cure research. The cosmetics company's 10th annual LifeRide event—a fundraising motorcycle road trip spanning four days and multiple cities—brought in $100,000 to support cure research at amfAR, The Foundation for AIDS Research.

A scene from Kiehl’s 10th annual LifeRide for amfAR, July 2019Courtesy of Getty Images/amfAR

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This year’s ride concluded with a celebratory party July 27 at a private cabana at Westfield Century City in Los Angeles. According to Kiehl’s, participants in its LifeRide for amfAR have now ridden more than 12,000 miles since 2010 and raised over $2 million for 10 cure research initiatives.

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Celebrating this milestone at the party, according to an amfAR press release, were Kiehl’s brand ambassador Chris Salgardo, who won the amfAR Award of Courage in 2007, amfAR CEO Kevin Robert Frost, singer and amfAR ambassador Serayah (of Empire fame), actor and LifeRider Scott Patterson (of the Saw franchise and Gilmore Girls) and others.

This year’s LifeRide allowed folks at home to participate. Kiehl’s donated $10 for every person who posted a selfie on Instagram showing their hands making the shape of a heart and including the tag @Kiehls + @amfar with #LifeRide10.

View this post on Instagram

#liferide10 #amfar #kiehlsrep #kiehlshudsonyards #kiehlsnyc #hellohudsonyards #handheart #charity

#amfarxkiehls #kiehls #lovewhatyoudo @rodiculous1 How amazing have these past 4 days been??

Seeing our favorite customers come in, all the new people we’ve connected with, sharing the Kiehl’s and

amFAR story with each other has been so humbling and beautiful???? ???? Thank you #liferide10

A post shared by Kiehl’s Hudson Yards (@hy.finest.apothecary) on Jul 29, 2019 at 8:32pm PDT

View this post on Instagram

Share a selfie with a heart made of your hands, tag @kiehls @amfar and #liferide10. @kiehls will donate

$10 for every Instagram post, up to $25k, to amfAR to help find a cure for HIV/AIDs.

@therealkateesackhoff #rainbowbuffalo #rainbowbison #pridesd #siouxfallspride

A post shared by Thea Miller Ryan (@theamillerryan) on Jul 28, 2019 at 11:25am PDT

For a collection of POZ articles about amfAR, including a look at female HIV researchers and a roundup of its cure research, click #amfAR.

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