Kiehl’s Motorcycle LifeRide Raises 150K for amfAR

August 14, 2013

Kiehl’s recently held its fourth annual LifeRide to benefit amfAR, The Foundation for AIDS Research. The nine-day, multi-stop, charity motorcycle excursion began in Bellevue, Washington, on July 31 and ended in Los Angeles on August 8. The event raised more than $150,000 for amfAR.

The trip was led by Chris Salgardo, the president of Kiehl’s USA, and Kevin Robert Frost, the CEO of amfAR. They were joined by other motorcycle enthusiasts, including John Corbett, Gilles Marini, Tricia Helfer, Katee Sackhoff, Kurt Yaeger, Teddy Sears, Grant Reynolds, John Beck, Jason Lee, Conrad Leach and Ben Cohen.

The LifeRide finale was held at The Grove in Los Angeles and featured performances by Kelis and DJ Spinderella. Sharon Stone, amfAR’s global fundraising chairman, accepted a check from Kiehl’s on behalf of amfAR at the event.

Throughout the trip, the bikers stopped at various Kiehl’s stores to raise awareness and funds. The profits from the sale of Kiehl’s Limited Edition Ultimate Strength Hand Salve went to amfAR. The charity event was inspired by Kiehl’s history with motorcycles, the spirit of adventure and its philanthropic heritage.

For more info, visit kiehls.com

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