Life Ball 2018: amfAR's Epic Ride

amfAR, The Foundation for AIDS Research, marks the 25th anniversary of Life Ball with a motorcycle rally.

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Life Ball—organized by LIFE+, an independent nonprofit organization based in Vienna, Austria—celebrates its 25th anniversary in 2018. The annual HIV/AIDS fundraiser will take place on Saturday, June 2.

To mark the anniversary, amfAR has partnered with LIFE+ for an HIV/AIDS awareness motorcycle rally. The four-day ride—named "amfAR's Epic Ride to Life Ball"—begins in Zürich, Switzerland, on May 30, and ends in Vienna on June 2.

Leading the ride is amfAR CEO Kevin Frost. He is joined by VIPs such as Adrien Brody, Ian Bohen, JR Bourne, Michiel Huisman, Gilles Marini, Katee Sackhoff and Chris Salgardo.

They will participate in the Life Ball opening ceremony, which is expected to feature performances and speeches by celebrities such as actresses and activists Paris Jackson and Charlize Theron.

Held every year at Vienna's City Hall, Life Ball is one of the world's most important AIDS charity events. Proceeds of this benefit go to global aid projects, in collaboration with international partners.

An example is amfAR's TREAT Asia Pediatric HIV/AIDS Initiative, which focuses on improving the health and lives of children and adolescents living with HIV across the Asia-Pacific region. LIFE+ has provided more than $6 million over the years through Life Ball to this initiative.

This year's Life Ball leitmotif (recurring theme) will be an homage to the 1965 musical film The Sound of Music, which was shot on location in Vienna. Go to LifeBall.org for more information.

Follow the ride on social media using the hashtag #BeEpic and go to amfAR.org for more information.

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http://beta.docker.poz.com/blog/life-ball-2018-amfar-epic-ride