

**FOR IMMEDIATE RELEASE**

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**Boris Kodjoe, TK Kirkland, Mystikal & Special Guest Faizon Love**

**at 4th Annual Checkered Flag Run Weekend Experience**

**March 14-17th**

**(PHOENIX)- Ladies and gentleman start your engines! If you ride a motorcycle or just want to be a part of** the prestigious 4-day multi-cultural community experience that connects passion to community and highlights Arizona's attributes. **-- Mark your calendar now for the 4th Annual Checkered Flag Run Weekend Experience- March 14th – 17, 2014.**

The Checkered Flag Run Weekend Experience is a key annual fundraising event of the Checkered Flag Run Foundation, a 501c3 organization, through its charitable initiatives, educates, creates and supports programs that promote lasting improvement and investment in the lives of inner city youth. “Arizona is a great place for an event that supports children’s efforts and connects community with a passion for motorcycles -- especially this time of year – we have great weather, hospitality and awesome places to ride.” Lynn Austin, President, Checkered Flag Run Foundation.

The Checkered Flag Run weekend Experience is hosted by [Wild Horse Pass Hotel & Casino](http://www.wildhorseresort.com), [Radisson Hotel – Phoenix, Chandler](http://www.radisson.com/chandler-hotel-az-85226/azchanrd?gclid=CKG5zNDU1rwCFUiGfgodvwoA9g&s_cid=se.ggl.rad_cmp15), [Chandler Harley-Davidson](http://chandlerharley.reachlocal.net/?utm_source=ReachLocal&utm_medium=PPC&utm_campaign=New%2BSearch) and Second II None MC Phoenix Chapter. “With of the support and commitment of our many Arizona business and community partners, the Checkered Flag Run Weekend Experience is widely celebrated among the Phoenix area “must attend” phoenix area multicultural events,” Alan M. Powell, Founder, Checkered Flag Run Foundation. This exciting weekend of activities begins *Friday, March 14th* from 6:00-8:30pm at Wild Horse Pass Hotel & Casino with a star-studded celebrity **Meet & Greet** with **Boris Kodjoe** and **Fat Bottom Lip** @ AiRia Lounge followed by a **comedy show** featuring **TK Kirkland** from 9:00-10:30pm in the Acacia Ballroom with special guest attendance by actor/comedian, **Faizon Love**.

The *Experience* continues on *Saturday, March 15th* from noon – 5:00pm at The Radisson Hotel – Phoenix, Chandler for the *Official Checkered Flag Run Block Party*, hosted by Chandler Harley-Davidson with DJ Blvd Rodd, music, vendors, bike wash and a bike show with $100, $250, and $500 Chandler Harley-Davidson gift card prizes, followed by, club cash prizes and a special performance featuring **Mystikal** @ Ovations Live! Showroom.”

Checkered Flag Run Weekend Experience tickets/wristbands are available now! **$25** for general admission and $**50** for VIP. Each wristband grants you entrance into the comedy show, block party and dance. Tickets can also be purchased @ Wild Horse Pass & Casino, Radisson Hotel-Phoenix Chandler and Chandler Harley-Davidson. Go to [www.checkeredflagrun.com](http://www.checkeredflagrun.com) for more information.

The weekend culminates on Sunday, March 16th and Monday, March 17th with the 2014 Phoenix AlterEgo Collection & Tour: The Duality of Your Look, presented by A2Z Hair care and hosted by world renowned HomeBase poet, HB and DJ Bluedice. The ultimate network, mix, mingle and learn affair showcases models, a photo shoot, DJ and VIP party at the AiRia Lounge. The evolution of the Multicultural Hair Professional Community wraps up with the “look & Learn” class; cut & color - The AlterEgo Collection taught by global phenomenon and Bernaes Academy founder and director of education, Maurice Burnett.

AlterEgo Collection & Tour pre-sale tickets are available through March 1, 2014. General Admission $25 per ticket, 2 for $40.and includes admission to the VIP party and Look & Learn class.

Special thanks to our many sponsors for their continuous support, including [Crescent Crown Distributing](http://crescentcrown.com/)/MillerCoors, Andrew M. Cohn, [AP & Associates, LLC](http://www.apscottsdale.com/), [Buzzmouth, LLC,](http://www.buzzmouth.com/) [Allstate Self Storage](http://www.allstateselfstorage.com/), [New Vitality](http://www.newvitality.com/?tracking_id=nvtweb0006&SitePhoneNumber=1-888-260-1141&utm_source=tsa-nvt&utm_medium=cpc&utm_campaign=NVT-Brand_Search_USA&medium=tsa&gclid=CKiX28Le1rwCFcNffgodiCQAkQ), [Superstition Springs, Chrysler, Jeep, Dodge, Ram](http://www.superstitionspringschryslerjeep.com/), [Rose Moser Allyn](http://www.rosemoserallynpr.com/), [R Entertainment](http://r-entertainment.com/), The Motorcycle Convention and [CityBuzz](https://plus.google.com/+ExReed/posts)Radio

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**About Checkered Flag Run Foundation**The Checkered Flag run Foundation is a 501c3 organization based in Phoenix, AZ. A portion of the proceeds from its annual Fundraising events goes to support Phoenix area charitable initiatives including the Phoenix Easter Basket Giveaway, The Phoenix Tools for School, and the Phoenix Toy Drive. A portion of the proceeds from the Checkered Flag Run also go to Sophie’s Voice Foundation, founded in 2008 by actors Boris Kodjoe and Nicole Ari Parker in honor of their daughter Sophie who was diagnosed with Spina Bifida at birth., Sophie’s Voice Foundation supports global health and wellness initiatives in multicultural communities. For more information visit [www.checkeredflagrunfoundation.org](http://www.checkeredflagrunfoundation.org), follow us on Facebook, Twitter and #CheckeredFlagRun