

Mileage Mania motorcycle challenge, presented by MotoTourers.com



The annual Mileage Mania is a high-mileage motorcycle challenge sponsored by MotoTourers.com. Riders compete to rack up miles on their odometers between March and October. Verification is done by submitting photos of their starting odometer – along with a gas receipt showing the current date – and a photo of their ending odometer at the end of the season. More than one motorcycle can be used, but all bikes must have a starting and ending odometer photo. 100% of the entry fees go towards the selected charity. The rider who racks up the highest amount of miles is the winner.

The Mileage Mania started in early 2014 as a casual challenge among 14 Facebook friends. Jeff from Mototourers.com tracked the riders' starting and ending receipts, and sponsored trophies for the top three finishers.

For 2015, Jeff contacted Jason Jonas and utilized his Ride Master website, a popular sign-up site for Iron Butt rides and rallies. 37 riders entered the 2016 mileage challenge for a donation of \$5 each. That year, Jeff was contacted by a donor who requested to remain anonymous and supplied the cost of stickers and trophies. In total, \$201 (entry fees + remaining funds from the sponsorship) was donated to the Wounded Warrior Project at the end of the year.

In 2016, due to some public criticism of Wounded Warrior Project and its management of funds, Jeff researched other veteran-based charities with high ratings for their donations-to-service ratio. Several worthy charities were listed and the previous Mileage Mania riders voted for the new beneficiary for 2016. Riders ultimately chose Freedom Service Dogs, an organization that takes rescue dogs from shelters and trains them to perform as service dogs for disabled or troubled veterans, children and elderly.

The 2016 challenge again utilized Ride Master for sign-up, which pulled 23 riders donating \$15 each, for a total donation of \$345 to Freedom Service Dogs. Jeff supplied the cost of new stickers and prizes for the top three finishers.

The 2017 Mileage Mania challenge will open for registration by February 1st on Ride Master. Entry will still be \$15 per rider, and the charity will again be Freedom Service Dogs. Prizes will be supplied for the top three finishers at the end of the year, with the possibility of a random rider receiving a small prize in the middle of the year. The actual starting time for counting miles is currently being voted on by previous Mileage Mania riders, and may extend the challenge season by as much as 45 days.

MotoTourers.com is seeking company sponsors for small give-away prizes to encourage riders to participate, regardless of riding style and annual mileage. Any motorcycle-related company interested in sponsoring the Mileage Mania in exchange for advertising and exposure, can contact jeff@mototourers.com for more information.

Interested riders can find more information on www.mototourers.com. Riders can also join the Mileage Maniacs group on Facebook – <https://www.facebook.com/groups/449167858627691/> - to socialize with other riders and keep up to date on announcements regarding the challenge. The 2017 challenge will be open for registration on Ride Master at <https://rides.jasonjonas.com/> and will again benefit Freedom Service Dogs: <http://www.freedomservicedogs.org>