

SitRelief Shorts Supports Long Distance Motorcycle Team at Hoka Hey Challenge

Irvine, CA, July 20, 2011. SitRelief Shorts announced the support of a 4 person Team for the upcoming Hoka Hey Challenge on Aug, 5, 2011. The Hoka Hey Motorcycle Challenge™ will present the world's greatest long distance endurance motorcycle event. This year's event will begin in Phoenix, Arizona and travel through all forty-eight contiguous States and Canada to Nova Scotia. The route will cover 10,000+ miles and will require passion and determination to complete. The Hoka Hey Motorcycle Challenge is open to riders of all Harley-Davidson® motorcycles.

Participants are not required to ride the entire route to be recognized as a Hoka Hey Challenger. Riders will be permitted to start from any checkpoint or end at any checkpoint and still earn a place on the Hoka Hey roster along with a Challenge coin and number. Those who complete the full Challenge will compete for \$500,000 in prize money.



“We are pleased to support a team in this challenging event. Motorcycle riders have been using our product over the last 2 years and reported significantly increased comfort on long rides. Less pain and discomfort means more attention to the road and improved safety” said Joe Bollert, PhD, Cofounder of SitRelief Shorts.

The Captain of the SitRelief Team is Keith DeNinno of Silver Springs, MD and the other Team members are Junie Rose of Mattoon, IL, Bill Reynolds of Woodstock, IL, and Bob Vincent of Middletown, CT.

Keith DeNinno said “I am looking forward to the Hoka Hey Challenge and to working with my Team members to promote safe riding. I have tested SitRelief Shorts and feel they will definitely contribute to the well being of riders in a challenging competition.”



SitRelief Team Captain, Keith DeNinno

Previous comments from motorcycle riders using SitRelief Shorts include:

"Just finished the Alcan5000 and used these shorts to help combat a chronic tailbone issue. I rode the entire 4800 miles without any issue with my tailbone! I believe these shorts were one of the best "comfort" investments I made in preparation for this event."

"I just got back from a 2000 mi. motorcycle ride and these shorts really made the 8-9 hr days in the saddle much more comfortable. I tossed them in the washer and dryer when I did laundry and they laundered just fine. I consider them a part of my essential equipment now."

"700 miles! I found I didn't have any wear on my butt to speak of and I would recommend them to any biker who was planning to take a long ride."

"I used them for a 450 mi. motorcycle ride last Sunday and they worked well. These shorts could really become popular with motorcycle riders."

"We went on a 330 mile ride last Saturday and another 317 on Sunday and absolutely love them! I am wearing the men's shorts until you come up with the women's version. You definitely have a niche in the motorcyclist market!" [Note: women's shorts now available.]

"I sit a little taller in the saddle of my Harley."



About SitRelief Shorts

SitRelief Shorts, manufactured by LipoWear, LLC, is a padded undergarment developed for male and female recreational users and selected patient populations with sitting pain or discomfort. SitRelief Shorts are proudly made in the USA and available online for men and women at www.sitreliet.com.

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