

**FOR IMMEDIATE RELEASE**



## **KEF Rides for ChildLine Charity, Armed Forces**

***KEF teams embark on six-day motorcycle ride in North America to raise money for ChildLine, National Society for the Prevention of Cruelty to Children and US and Canadian Armed Forces***

**Marlboro, N.J. – June 1, 2011** – Members of the team at KEF, the renowned manufacturer of innovative, reference-quality [loudspeakers](#), will take part in a six-day charity motorcycle ride throughout North America to raise money for [ChildLine](#), a 24-hour counseling service for children and young adults, and the National Society for the Prevention of Cruelty to Children ([NSPCC](#)).

Beginning July 11<sup>th</sup>, Jack Sharkey, service tech and audio engineer at KEF America, and Johan Coorg, brand ambassador for KEF UK, will leave from Cranbrook, British Columbia, Canada to embark on the 1,000-mile “Hands Across the Water” bike tour ending in Ketchum, Idaho. The purpose of the charity ride is to bring awareness to KEF America’s goal of raising at least a total of \$10,000 during the month’s of June and July to support ChildLine and the NSPCC.

On the final day of the ride, ChildLine will put on the “[ChildLine Rocks—Hands Across the Water!](#)” benefit concert at the Sun Valley Pavilion in Sun Valley, Idaho. All funds from the concert will be donated to the US and Canadian armed forces.

“The team at KEF America is proud to have the opportunity to support ChildLine, the NSPCC and our armed forces,” said Stephanie Scola, marketing manager at KEF America. “As we cheer Jack and Johan on during the motorcycle ride, we encourage everyone to help with this charity drive.”

To help KEF America reach its goal of \$10,000 for this charity event—which will be added to KEF UK’s goal of £10,000—the team at KEF is asking for donations of any denomination to be made at <http://www.indiegogo.com/KEF-America>. While donations of any size are welcomed, KEF is offering several impressive “thank you” gifts for specified levels of contribution, including:

- \$2 Donation – Enters individuals into a weekly drawing for KEF products, including T Series and Q Series speakers. Every dollar amount after \$2 receives an additional entry into the weekly drawings.
- \$1,000 Donation – Receive a free pair of KEF Q300 speakers.
- \$10,000 Donation – Receive an all-expenses paid trip to KEF’s 50<sup>th</sup> Anniversary celebration this September in New York City.

Sharkey and Coorg will share their experiences, including images, during the six-day ride on the [KEF Blog](#) and the [KEF America Facebook Page](#). Twitter users can follow the ride at the hashtag [#KEFcharity](#) or by following the KEF America Twitter account, [@KEFAmerica](#).

### **About KEF**

*For 50 years, KEF has created technology that delivers the best listening experience for people who are passionate about natural sound. Founded on October 2, 1961 by Raymond Cooke O.B.E., KEF continues to maintain its flair for unusual and controversial speaker engineering, design and material use. KEF flourished during the 1960s, and in 1970 received the first of two Queen’s Awards for Export Achievement. Ten years of worldwide growth followed, solidifying KEF’s reputation as one of the international leaders in speaker engineering. The Gold Peak Group acquired KEF in 1992, backing KEF’s British heritage with new ideas, a new personality and new products, leveraging its deep R&D and global*



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manufacturing capabilities, and building on the company's core strengths in acoustics, design, distribution and quality. With the celebration of its 50<sup>th</sup> anniversary, KEF will continue to build on its strong heritage to define listening experiences for the next 50 years and beyond. [www.kef.com](http://www.kef.com)

**About KEF America, Inc.**

KEF America, a division of KEF Audio, offers loyal North American audiophiles a line of innovative speakers and components unmatched in the industry for quality and innovation. Headquartered in Marlboro, New Jersey, KEF America shares the same guiding principles as its British counterpart: ground-breaking design, exceptional sound and an unshakeable commitment to excellence. For additional information about KEF and its award-winning products and unique technology, please visit [www.kef.com](http://www.kef.com).

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