

**FOR IMMEDIATE RELEASE**

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**KIEHL’S SINCE 1851 EMBARKS ON 6TH ANNUAL LIFERIDE FOR amfAR**

Influential Motorcycle Riders Join Forces with Kiehl’s

to Raise Awareness & Funds to Help Find a Cure for AIDS

**Sharon Stone** to accept the full donation on behalf of amfAR

at Santa Monica stop



NEW YORK, August 2015 - Maintaining its long-standing tradition of supporting HIV/AIDS charities, **Kiehl’s Since 1851**, the venerable New York-based purveyor of fine quality skin and hair care, is pleased to announce its continued partnership with **amfAR, The Foundation for AIDS Research**, and the **sixth** annual **Kiehl’s LifeRide for amfAR.**

Inspired by a Kiehl’s icon – the motorcycle – a spirit of adventure and philanthropic heritage, the sixth annualLifeRidecontinues the brand’s mission to heighten awareness and raise funds for amfAR. Beginning in Denver, and ending in San Diego (where the first LifeRide began in 2010) this 12-day, multi-stop charity ride will take place August 4-15, 2015.

Rallying at 10 retail stores along the route, the company will donate a total of $150,000 over the course of the ride. At each stop, the public will be invited to meet the riders, learn more about amfAR and contribute to the non-profit. Making a special appearance to support the ride, amfAR’s **Global Campaign Chair, Sharon Stone**, will accept the check for the full donation to amfAR, at LifeRide’s stop in Santa Monica, Wed., Aug. 12. At the conclusion of this year’s ride, Kiehl’s will have raised **$1,270,000** for amfAR, since 2010, funding **seven** cure-related research projects.



To celebrate and commemorate Kiehl’s commitment to amfAR, this year’s LifeRide coincides with the release of ***LIFERIDE: Riding for a Cure***, a coffee-table photo book chronicling the first five years of LifeRide. Featuring photos by Grammy award-winning photographer **Travis** **Shinn**, the book will be available in all Kiehl’s retail stores beginning August 1. Shinn has been a part of LifeRide for every mile journeyed to capture not only LifeRide’s most significant achievements and but also candid moments on the road. The book retails for $60, with 100% of Kiehl’s net profits, up to $xx, benefiting amfAR.

Kiehl’s is proud to share another addition for the sixth annual LifeRide: Social fundraising. Even customers who aren’t along the LifeRide route can join the ride by visiting [CrowdRise.com/LifeRide2015](http://www.CrowdRise.com/LifeRide2015) and sharing their own story by creating their own fundraising page for amfAR. Each celebrity rider will also have a fundraising page and be competing against each other to see whose fans can raise the most funds to help find a cure for AIDS.

**Chris Salgardo**, **President, Kiehl’s USA** and **Kevin Robert Frost**, **CEO,** **amfAR** will lead this year’s influential riders. They include:

**Vanessa Marcil**, actor

**Gilles Marini**, actor

**Teddy Sears**, actor

**Tricia Helfer**, actor

**Kristy Swanson**, actor

**Timothy White**, photographer

**Conrad** **Leach**, artist

**Jay Ellis**, actor

**Chris** **Kael**, musician

**Grant Reynolds**, actor

**Ben Cohen**, rugby champion

**Jaime** **Camil**, actor

**Lloyd** **Eisler**, Olympic Figure Skater

**Milissa Sears**, actor

Key partners for the ride include **Harley-Davidson®**, global airline **Delta** and **FIJI Water**, the number-one premium bottled water in the United States. Additional support provided by **Exotics Racing**, **Kenneth Cole**, **Psycho Bunny**, **Microsoft**, and **Tom Ford**.

Additionally, LifeRide for amfAR is honored to be throwing out the first pitch at **Dodger Stadium** on August 12th as the **LA Dodgers** take on the Washington Nationals in celebration of this year’s ride and the funds raised over the past six years.

**JOIN THE RIDE!**

Kiehl’s and amfAR invite **all** to be a part of this year’s ride. **Press and public welcome** at the following store stops:

* **TUESDAY, AUG. 4**
	+ **LIFERIDE KICK-OFF! Kiehl’s Cherry Creek Shopping Center,** 3000 E 1st Ave., Denver, CO, 12-1PM
* **THURSDAY, AUG. 6**
	+ **Kiehl’s Fashion Place,** 1664 Fashion Place, Murray, UT, 12-1PM
* **MONDAY, AUG. 10**
	+ **Las Vegas Harley-Davidson®**, 5191 S Las Vegas Blvd., Las Vegas, NV 1-2:30PM
	+ **Kiehl’s at Neiman Marcus,** 3200 Las Vegas Blvd. S., Las Vegas, NV, 3-4PM
	+ **Kiehl’s at Forum Shops at Caesars,** 3500 Las Vegas Blvd. S., Las Vegas, NV, 5-6PM
* **TUESDAY, AUG. 11:**
	+ **Kiehl’s at Dillard’s Downtown Summerlin,** 11011 Sage Park Dr., Las Vegas, NV, 11AM-12PM
* **WEDNESDAY, AUG. 12**
	+ **Kiehl’s Santa Monica,** 1516 Montana Ave, Santa Monica, CA, 3-4PM
* **THURSDAY, AUG. 13**
	+ **Kiehl’s at Los Cerritos Center,** 274 Los Cerritos Center, Cerritos, CA, 12-1PM
	+ **Kiehl’s at South Coast Plaza,** 3333 Bristol St., Costa Mesa, CA, 2-3PM
* **FRIDAY, AUG. 14:**
	+ **Kiehl’s at University Town Center,** 4545 La Jolla Village Dr., San Diego, CA, 3-4PM
	+ **San Diego Harley-Davidson®,** 4645 Morena Blvd., San Diego, CA. 5-6PM
* **SATURDAY, AUG. 15:**
	+ **LIFERIDE FINALE! Kiehl’s at Fashion Valley,** 7007 Friars Rd., San Diego, CA, 12-1P

****In celebration of LifeRide, every customer who visits one of these stores on the event day will receive a **15% discount on all purchases**, with the exception of charitable products and value sets. **Kiehl’s will donate that 15% to amfAR**, up to $115,000.  (Each stop store will also offer the fundraising discount on two additional days, either the two before or after the stop; contact each stop store for details.)

Kiehl’s will also offer a **nationwide** **fundraising discount** **of** **15%** off all purchases with the exception of charitable products and value setsat remaining Kiehl’s retail stores nationwide and Kiehls.com, **Aug. 15 through Aug. 17.** Kiehl’s will donate that 15% difference to amfAR, up to the $115,000 total donation.

**THE CURE IS IN YOUR HANDS**

Kiehl’s customers nationwide can join the fight against HIV/AIDS through the purchase of Kiehl’s **Limited Edition Ultimate Strength Hand Salve**,a jumbo-size of the brand’s classic formula. 100% of net profits from the sale of this product, up to $25,000, will benefit amfAR.The Limited Edition Ultimate Strength Hand Salve is adorned with a red cap and will be available for $28.50 at all Kiehl’s retail stores, Kiehls.com and specialty store partners nationwide.

**#LifeRide6**

This year, it’s easier than ever to support amfAR, and be rewarded! Visit [www.crowdrise.com/LifeRide2015](http://www.crowdrise.com/LifeRide2015) to donate directly to amfAR and learn more about the cause. Donate beginning 7/22, and you will be entered to win tickets to the amfAR Inspiration Gala in Los Angeles in October. Donate beginning August 3rd, and you’ll receive promo code THANKYOU for a complimentary product with any $30 purchase!

Follow the riders and send them messages of support on their journey:

**TWITTER** **INSTAGRAM**

@Kiehls @KiehlsNYC

@amfAR @amfAR

@KiehlsPrez

@VanessaMarcilM

@GillesMarini @GillesMarini

@TeddySears @TeddySears

@TruTriciaHelfer @OfficialTriciaHelfer

@JayREllis, @JayREllis

@5FDPChrisKael @5FDPChrisKael

@RugbyBenCohen @BenCohenStandUp

@MrGrantReynolds @highspeedlowdrag

@KristySwansonXO @KristySwansonXO

[@jaimecamil](https://twitter.com/jaimecamil) @jaimecamil

@TWhitePhoto @TimothyWhitePhoto

@conradleach @conartism

@LloydEisler @LloydEisler

@HarleyDavidson @HarleyDavidson

@Delta @Delta

@FIJIWater @FIJIWater

**Together, from all of these elements, and with the help of our friends, customers and riders, by the end of the sixth annual LifeRide for amfAR, Kiehl’s will have raised $1,270,000 for amfAR via motorcycle rides and event donations since 2010. Join us on LifeRide…help us and amfAR make AIDS history.**

To find out more about LifeRide, obtain a schedule of events, or get involved in the fight against HIV/AIDS, please visit [www.kiehls.com/liferide](http://www.kiehls.com/liferide)



**Kiehl’s Commitment**:

In 1996, Kiehl’s made HIV/AIDS a key philanthropy pillar. Over the past two decades, the fervent support of HIV/AIDS organizations has been at the heart of Kiehl’s efforts, leading to partnerships with organizations such as amfAR, The Magic Johnson Foundation for AIDS and Youth AIDS. Since 2001, Kiehl’s has raised approximately $3,250,000 for HIV/AIDS organizations.

**About Kiehl’s:**

Kiehl’s was founded as an old-world apothecary in New York’s East Village neighborhood. Its unique, extensive background represents a blend of cosmetic, pharmaceutical, herbal, and medicinal knowledge developed and advanced through the generations. In addition to Kiehl's freestanding stores nationwide, Kiehl's products are available at [www.Kiehls.com](http://www.kiehls.com/), by mail order at 1-800-KIEHLS-2 as well as through select specialty retailers worldwide. For additional information on Kiehl’s since 1851, visit [kiehls.com](http://www.kiehls.com).

**About amfAR, The Foundation for AIDS Research**:

amfAR, The Foundation for AIDS Research, is one of the world’s leading nonprofit organizations dedicated to the support of AIDS research, HIV prevention, treatment education, and the advocacy of sound AIDS-related public policy. Since 1985, amfAR has invested $415 million in its programs and has awarded more than 3,300 grants to research teams worldwide.

**About Harley-Davidson® Motor Company:**

Harley-Davidson® Motor Company produces custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson® motorcycle parts, accessories, riding gear and apparel, and general merchandise. For more information, visit Harley-Davidson's website at [h-d.com](http://www.h-d.com).

**About Delta**:

Delta Air Lines serves more than 170 million customers each year. Delta was named to FORTUNE magazine's top 50 World's Most Admired Companies in addition to being named the most admired airline for the fourth time in five years. Additionally, Delta has ranked No.1 in the Business Travel News Annual Airline survey for four consecutive years, a first for any airline. With an industry-leading global network, Delta and the Delta Connection carriers offer service to 334 destinations in 64 countries on six continents. Headquartered in Atlanta, Delta employs nearly 80,000 employees worldwide and operates a mainline fleet of more than 700 aircraft. Additional information is available on the Delta News Hub, as well as [delta.com](http://www.delta.com), [Twitter](http://www.twitter.com/deltanewshub), [Google+](https://plus.google.com/%2BDelta/posts), [Facebook](http://www.facebook.com/delta) and Delta's blog [takingoff.delta.com](http://www.takingoff.delta.com).

**About FIJI Water**

FIJI® Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), is the No. 1 premium bottled water in the United States. FIJI Water, known for its iconic square bottle, soft mouth feel and unique mineral profile, is the water of choice among discerning consumers and top chefs.  Widely available at fine restaurants and hotels, all major retail channels and through a convenient home/business delivery service, FIJI Water has expanded globally to more than 60 countries. To discover Earth’s Finest Water, please visit [fijiwater.com](http://www.fijiwater.com), like us on [Facebook](http://www.facebook.com/fijiwater), or follow us on [Twitter](http://www.twitter.com/fijiwater).

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**Kiehl’s Digital Guidelines:**

If you decide to mention our brand or product in a review, in any format appearing on the web (this includes videos, social media postings, and website reviews), please acknowledge in close proximity to the review that a sample was given to you by Kiehl’s for review purposes (e.g., “Kiehl’s provided a product sample for review purposes.”)

For microblogs (e.g. Twitter) you must include a notation that reasonably discloses any material connection between you and Kiehl’s and/or your receipt of a product sample (e.g.: #paid, or #samp”).

These requirements are set out by the U.S. Federal Trade Commission (FTC). The FTC also requires that all product reviews reflect the honest opinion of the reviewer and be based on actual product use. Your review should not include statements that cannot be adequately supported and do not post any reviews unless you have all the necessary rights, including copyright, trademarks or third party permissions to do so. If a review is not compliant with these legal requirements, Kiehl’s may contact you to request that you remove it.