

# Bikes or Bust, WOW!

The 2018 Bikes or Bust event was a bigger success than anticipated. The total of bikes donated this year was an epic 2,541! It was amazing to see the generosity of people that genuinely care. The partnership that UAW Local 862 has with Summit Media set a new high. The planning started immediately after the 2017 campaign and a new location was decided and that would be at the UAW Union Hall on Fern Valley Road in Louisville, Kentucky. The idea was a major hit with the added space, added visibility, and more accessible just to name a few reasons why this would make the event better. Needless to say, Toy for Tots loved the idea as well.



*A sea of bikes with an endless amount of volunteers to help, some volunteers actually took vacation time from work so that they could help.*

This whole idea comes from top country music disc jockey, Dingo on Q103.1. He partnered with Toys for Tots and this was the third year for the Kentuckiana area. In 2017, Summit Media found a true friend with the UAW. The last two years, UAW Local 862 has been the signature sponsor and this year was even more remarkable. What Dingo does in conjunction with the Q103.1 radio station is, he endures all weather conditions to stay suspended forty feet in the air in a scissor lift for 103.1 straight hours. This marathon is simple, he endures the conditions and the public brings bikes for those children who are less fortunate. Local 862 President, Todd Dunn came up with the idea that he would endure the conditions with Dingo on the ground level. By doing this Todd could challenge both Kentucky Truck Plant and Louisville Assembly Plant to bring in an average of ten bikes per hour and he would not leave the premises. Both LAP Chairman, Herb Hibbs and KTP Chairman, Allen Hughes agreed it would be a great challenge and they both communicated the contest throughout the membership.

So we are all set to go? NO! President Dunn gave Local 862 Vice-President, Tim Sanders the assignment of helping to find additional sponsorships because mediocracy is not an option! Tim went to work and started contacting fellow Labor Unions. The response was unbelievable! As usual, labor sets the bar and exceeded it. Not only did so many want to donate, they wanted to volunteer in any fashion needed. This was getting contagious since Academy Sports + Outdoors were on board and offered a 10% discount to anyone that was purchasing a bike for this joint adventure with Toys for Tots with their already super

competitive prices. A local church, Fairdale Christian, dedicated a special offering and donated forty bikes, only to have one of the members in the congregation to generously double the number to eighty. The church did not stop there because they had several people come by and donate even more on the Sunday of the event.

Dingo went up in the lift early in the morning on November 15, 2018 and 103.1 hours later on the following Monday morning he came down. It rained, there was freezing rain, it snowed, the wind blew, and oh yes, we had sunshine, and bikes everywhere! The facility glowed, at night it was all lit up and reflections of bikes glistened the area and by day the sun shined down on the bikes like the glow of a young child's face like when they see a bike by the tree on Christmas morning. The sea of bikes left so many in awe, never has so many bikes been gathered in such a large number. At one point approximately 125 bikes were delivered on Sunday afternoon unassembled. In less than two hours every bike was put together by a host of volunteers that included not just adults but youngsters wanting to do their part to help as well.

Many of our members stopped by to check on Todd and he endured the elements as well as many fans of DJ Dingo. One of many heartwarming moments was a group called Wings with Dreams who is a group that helps with adult mental disabilities. This group brought in six bikes and the love of giving from their heart just put things into perspective of the true purpose of each and every bike.



*Dingo and Todd share the 2,541 total and their freedom to get home to a hot shower and a warm bed. While on the right Todd with his son Alex assembling one of the bikes.*

Being the signature sponsor the Louisville Metropolitan area heard "UAW" on the air waves literally thousands of times. It was obvious that this joint venture of compassion exploited the fact that labor is always going the extra mile. The list to thank is long, but the end result is giving back to the community which is why the UAW does not just build great vehicles, we build great communities!

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