

## **R & R Trucking, Inc. Employee Leads Pack in “Ride for Life” Muscular Dystrophy Event**

*Harley-Davidson Riders, Robert Finch and Daughter, Kristen, 2016, Riders of Honor*

Joplin, Mo. ([PRWEB](#)) June 28, 2016 -- [R & R Trucking, Inc.](#) employee, Robert Finch, and his daughter, Kristen, led the way in this year’s Ride for Life event held on June 12th, in Joplin, MO. The event was sponsored by the Muscular Dystrophy Association ([MDA](#)) and [Hideout Harley-Davidson](#).

Finch began his quest to help people fight muscle disease when he was 21 years old. While working in Denver, CO., he became friends with a couple of individuals with Muscular Dystrophy (MD) and was able to see firsthand the struggles they battled. From that time forward, Finch started preaching a gospel committed to enlist new converts in an effort to bring more awareness and financial support for the fight against muscle-debilitating diseases.

Last year Finch lost his wife, Donna, to Cancer --but not before she made one last MDA ride on her Harley-Davidson. Even with this tragic loss, both Finch and his daughter were determined to continue the tradition in helping others with MD. “It was very emotional for my daughter participating in the event this year without her mother, but Donna would have wanted this,” said Robert Finch, Director of Facilities Management, for R & R Trucking, Inc. “I was straddled to my Harley, Kristen was on her Harley, and we rode side by side – it was great.”

“Helping kids with MD was a daily mission for Donna,” said Joyce Williams, Riding Academy Manager for Hideout Harley- Davidson, “it was such an integral part of who she was and this ride was also in tribute to her.”

The Ride for Life began with over 300 riders strong pulling out of Hideout Harley-Davidson heading north through downtown Joplin. Much like the 60’s classic television program, Route 66, this year’s Ride for Life event was not without drama. Within minutes after the motorcycle convoy made its way out of Joplin and turned west onto old Route 66, the weather quickly changed with fireworks of lightning and pummeling rain. Dedicated to the cause for helping the kids with MD, none of the riders were deterred and all forged on until the final destination was reached at Indigo Sky Casino in Wyandotte, OK.

“Even though we experienced bad weather and had fewer riders for this year’s event, our riders and sponsors were very generous in their giving, said MDA Area Director, Lacey Goins. For more information on how you can help fight against Muscular Dystrophy, visit their website – [mda.org](#).

R & R was a financial contributor and sponsor for this year’s Ride for Life event. “We are proud to be part of such a great event each year,” said Kevin McKelvy, Vice President of Administration for R & R. “Additionally, R & R is very proud of the fact that Robert is one of our own and that he and his family have always played such an essential role in our local community to raise money to help those with MD.” [READ MORE](#)

For more information about R & R Trucking, Inc., contact Kevin McKelvy, 417-623-6885 ext. #2178, or visit R & R’s website: <https://www.randrtruck.com>.



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