

## **Versatility and Style: British Customs' Weekend Projects Continues with Mule Motorcycles Partnership and Thursday Boot Co. Giveaway for Charity**

*British Customs' Weekend Projects continues with Mule Motorcycles partnership and a Thursday Boot Co. and custom motorcycle giveaway for charity.*

Los Angeles, CA ([PRWEB](#)) December 09, 2015 -- [British Customs](#) continues their [Weekend Projects](#) series to put motorcycle customization in the hands of the average rider, and will be giving away a pair of boots from Thursday Boot Co. as well as a custom CROIG X BC Edition 2015 Triumph Bonneville to raise awareness for Riders for Health charity.

Getting a custom motorcycle has always been considered prohibitively costly or difficult, but British Customs is changing that.

British Customs' Weekend Projects makes motorcycle customization accessible by eliminating the guesswork of what is necessary and how difficult a project may be by bundling products into packages of bolt-on parts that can completely transform a motorcycle in an afternoon. They have published multiple buyer's guides and design guides to walk riders through what options are available for their bike section by section, and provide inspiring how to guides detailing how to build any number of iconic retro styled motorcycles such as cafe racers, trackers, scramblers, bobbers, and more.

"Customizing your own motorcycle can be one of the most rewarding parts of being a rider," stated Jason Panther, President of British Customs. "We want to share those experiences with other people by making motorcycle customization something that can be done in your own garage, with just a set of basic tools."

British Customs draws on the [heritage](#) of motorcycling for many of their part designs. They are inspired by the idea that form must meet function, and that riders shouldn't be limited to their stock setups, but should be able to make whatever style motorcycle they would like both in terms of looks and what kind of riding they are able to do on them.

British Customs' Weekend Projects is also an initiative to raise awareness for Riders for Health charity, which uses motorcycles to deliver life-saving medical supplies to rural communities in Africa. In aid of Riders' efforts, a CROIG X BC Edition 2015 Triumph Bonneville will be given away. Donate and [register to win here](#).

Chippa Wilson is the ambassador for Weekend Projects, and is acting to promote awareness globally to benefit Riders for Health. Wilson is a groundbreaking athlete and progressive role model for many, and he is known for his deep respect for the past and the new heritage. Driven by this respect, he is an icon of the do-it-yourself lifestyle and is acting on his love for personalizing things through representing BC Weekend Projects.

Next week British Customs will be giving away a Nixon watch to raise awareness for Riders for Health, and will publish multiple style guides about how to build a retro-styled motorcycle.

About British Customs:

British Customs is a Southern California-based lifestyle brand and designer of aftermarket motorcycle parts. They are known for making the highest quality factory-spec bolt-on parts that only require common tools and minimal technical knowledge to install. With any of their parts upgrades, the average rider can completely

customize his or her motorcycle in a weekend.

**About Thursday Boot Co.:**

Thursday Boot Company was founded in 2014 by Connor Wilson and Nolan Walsh in New York City. Since then, Thursday Boot Co. has been featured in Esquire, Men's Health, Fortune, and elsewhere. Their philosophy is comfort, style, durability, versatility, and honest pricing.

**About Chippa Wilson:**

Chippa Wilson is a lifestyle personality known for his love of simpler things from the "good ol' days." Wilson is a known retro motorcycle enthusiast and Renaissance man. Wilson is a world-renowned professional surfer and X Games Silver Medalist. Wilson is sponsored by Nixon, Stance, Fox, Monster, and New Era, among other brands.

**About Riders for Health:**

Riders for Health is a social enterprise and registered charity that manages and maintains vehicles for health-focused partners in eight countries in sub-Saharan Africa. They work with ministries of health and other, smaller community-based organizations to help manage two- and four-wheeled vehicles of outreach health workers, allowing them to reach rural villages. Riders provides maintenance and management of these vehicles, and training for health workers in safe riding and driving.



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