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# *Life of a Ridetime*

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*Supporting Family Members of Fallen Officers*

## **Press Kit**

**October 1 - October 15, 2016**

**Contact Information:** Steve Zengel at **908.278.1114** or **[steve@lifeofaridetime.org](mailto:steve@lifeofaridetime.org)**



**FOR IMMEDIATE RELEASE**

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**Cigar-smoking philanthropist announces cross-country motorcycle ride to benefit family members of fallen officers**

*Hopeful total of \$2 million to be given to struggling families throughout the U.S. during the 7500-mile ride!*

HOWELL TOWNSHIP (NJ) – SEPTEMBER 7, 2016- Local charitable organization Director, Steve Zengel, announced today that he will be taking a cross-country ride on a Harley-Davidson motorcycle October 1-15 to distribute what he hopes will be significant sums of money to family members of fallen police officers.

According to the National Law Enforcement Officers Memorial Fund, there are approximately 900,000 active law enforcement members in the U.S. and over the past decade, an officer has died in the line of duty once every 61 hours. 123 officers were killed in the line of duty in 2015. 78 police officers have died in the line of duty to-date in 2016.

“In addition to dealing with the devastating emotional toll of the loss of a mother, a father, or a spouse, family members of fallen officers must also deal with some very unique financial issues, things I only learned about through conversations I had with policemen over a cigar” said Zengel.

The \$2 million goal for Zengel’s Life of a Ridetime! is very reachable in his opinion.

“This year’s ride is to support family members of fallen officers. Next year’s is for family members of fallen firefighters. If every active law enforcement member and firefighter gave only a buck, we’d get to our goal of \$2 million pretty easily.” said Zengel, who will be traveling from Wall Township, NJ to Los Angeles, CA and back, stopping in many major cities, including, New York, Pittsburgh, Chicago, Kansas City, Denver, Los Angeles, Phoenix, Dallas, New Orleans, Miami, and Baltimore.

**About Life of a Ridetime!**

Steve Zengel was a cigar shop owner who wanted to significantly change someone’s life financially but didn’t know how. One of his best friends suggested he give back through cigars, giving birth to Los Caídos (“The Fallen”- a cigar honoring fallen officers and raising money for their family members). One day, as Steve was servicing Los Caídos cigars at a PBA golf outing, a gentleman mentioned he didn’t smoke cigars but still wanted to support the cause by donating \$1,000. So, Steve established Life of a Ridetime!, currently operating as a tax-exempt non-profit organization under Section 501(c)(3) of the Internal Revenue Code.

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# *Life of a Ridetime*

*Supporting Family Members of Fallen Officers*

## **Day One Events**

**October 1, 2016**

### **STARTING LOCATION**

Wall Twp Police Headquarters  
2700 Allaire Rd, Wall Township, NJ 07719

**10 AM to NOON**

Pre-Ride Celebration

**NOON**

Kick Stands Up!

**NEXT STOP**

Nat Sherman Townhouse - **2:00 - 4:00 PM**

12 E 42nd St, New York, NY 10017

**FINAL STOP – DAY 1**

Cigars International Superstore - **7:00 - 10:00 PM**

1635 Mountain Rd, Hamburg, PA 19526

*(All times are local and do not include time zone changes)*

# *Life of a Ridetime*

## **The Story**

Steve Zengel was a cigar shop owner who wanted to significantly change someone's life financially but didn't know how. One of his best friends suggested he give back through cigars, giving birth to **Los Caídos** ("The Fallen"- a cigar honoring fallen officers and raising money for their family members). One day, as Steve was servicing Los Caídos cigars at a PBA golf outing, a gentleman mentioned he didn't smoke cigars but still wanted to support the cause by donating \$1,000. So, Steve established **Life of a Ridetime!**, a New Jersey Non-Profit Corporation currently applying for recognition as a federal 501(c)(3) organization with a mission of distributing raised funds to family members of fallen police officers throughout the country via a cross-country motorcycle ride.

# Life of a Ridetime

## Current Sponsors\*



Cigar Snob



\*More sponsors will be added as details are finalized.

# Life of a Ridetime

## The Ride

Currently, my ride calls for the following route\*:

- Wall Township, NJ (START). ..... **DAY 1** ..... Sat. 10/01/16
- New York, NY. – 61 Miles from Wall, NJ..... **DAY 1**..... Sat. 10/01/16
- Hamburg, PA. – 120 Miles from NY, NY. .... **DAY 1 / NIGHT 1**..... Sat. 10/01/16
- Pittsburgh, PA. – 254 Miles from Hamburg, PA ..... **DAY 2 / NIGHT 2**..... Sun. 10/02/16
- Chicago, IL. – 464 Miles from Pittsburgh, PA..... **DAY 3 / NIGHT 3**..... Mon. 10/03/16
- Kansas City, KS. – 513 Miles from Chicago, IL..... **DAY 4 / NIGHT 4**..... Tue. 10/04/16
- Denver, CO. – 605 Miles from Kansas City, KS..... **DAY 5 / NIGHT 5**..... Wed. 10/05/16
- Las Vegas, NV. – 749 Miles from from Denver, CO..... **DAY 6 / NIGHT 6**..... Thur. 10/06/16
- Los Angeles, CA. – 281 Miles from Las Vegas, NV..... **DAY 7** ..... Fri. 10/07/16
- La Mesa, CA. – 123 Miles from Los Angeles, CA..... **DAY 7**..... Fri. 10/07/16
- Phoenix, AZ. – 344 Miles from La Mesa, CA ..... **DAY 7 / NIGHT 7**..... Fri. 10/07/16
- Amarillo, TX. – 736 Miles from Phoenix, AZ. .... **DAY 8 / NIGHT 8**..... Sat. 10/08/16
- Dallas, TX. – 351 Miles from Amarillo, TX..... **DAY 9 / NIGHT 9**..... Sun. 10/09/16
- New Orleans, LA. – 506 Miles from Dallas, TX ..... **DAY 10 / NIGHT 10** ..... Mon. 10/10/16
- Tampa, FL. – 657 Miles from New Orleans, LA..... **DAY 11 / NIGHT 11**..... Tue. 10/11/16
- Miami, FL. – 280 Miles from Tampa, FL. .... **DAY 12** ..... Wed. 10/12/16
- West Palm Beach, FL. – 73 Miles from Miami, FL..... **DAY 12 / NIGHT 12**..... Wed. 10/12/16
- Daytona Beach, FL. – 199 Miles from West Palm Beach, FL..... **DAY 13** ..... Thur. 10/13/16
- Savannah, GA. – 230 Miles from Daytona Beach, FL ..... **DAY 13 / NIGHT 13** ..... Thur. 10/13/16
- Baltimore, MD. – 611 Miles from Savannah, GA..... **DAY 14 / NIGHT 14** ..... Fri. 10/14/16
- Wall Township, NJ. (HOME) – 168 Miles from Baltimore, MD **DAY 15** ..... Sat. 10/15/16

\*Route may change dependent on weather and rider safety.

## Puff for officers passed

### Law enforcement supporter creates cigars for Los Caídos

BY JOSHUA SIGMUND

There's just something about a cop with a cigar, and Steve Zengel thinks he knows why.

"There's a very calming effect to enjoying a cigar," he describes. "When you are a law enforcement officer who is putting your life on the line, you just want to relax with a good drink and a cigar at the end of the day. You can go into a smoke shop among people with whom you only have the similarity of cigars and just let it all off. People don't bring their B.S. into a cigar shop."

In addition to being a refuge for cops who need to put the day behind them, Zengel's Manasquan-based Beach House Cigars (formerly located in Seaside Heights pre-Superstorm Sandy) has been providing cigars for fundraisers at law enforcement outings for years. In fact, Zengel has had plenty of run-ins with law enforcement—often before the cops even have joined the force.

Throughout his career as an educator, which began in 1993, Zengel had the opportunity to teach kids who would go on to work in law enforcement. So in January 2011, when Lakewood



Steve Zengel

Officer Christopher Matlosz was shot and killed in the line of duty, it hit home.

"We discussed the 'what if?'" Zengel said about a momentous conversation with members of his hometown PBA—Wall Township Local 234—some time after Matlosz's death. "Then we discussed Marc Castellano, who died after being hit by a car. Officer Castellano did have a family—a wife and two children. These discussions prompted me to do something. It made me realize what's left behind when someone so young is lost in the line of duty. They think their pension will carry on but it doesn't. I wanted to give back but I didn't know how."

With the advice of Matt Catania, a former student and now a good friend who owns a number of Jersey Mike's Subs franchises and who uses the restaurants to give back to the community, Zengel realized the answer rolled up right in front of him.

"That was the spark to the decision to give back through cigars," Zengel recalled, quickly pondering what to call his new endeavor.

After discovering that his first choice—"The Badge"—was taken, he went to Google and started searching for words that would highlight the support for law enforcement—and those

**Los Caídos National  
Release Party**  
**February 25**  
Cigar Emporium - 607 Ridge Road, Lyndhurst  
6-11 p.m.  
\$100 per box includes Los Caídos patch, Beach House Cigars patch  
and entry to win a box of cigars, ashtrays and more:  
info@beachhousecigars.com or BeachHouseCigars.com



lost in the line of duty. He eventually landed on "Los Caidos," Spanish for "The Fallen," and made the decision to donate a percentage of sales to family members of fallen law enforcement officers nationwide.

Armed with a strong name and a respectful label design – simple yet powerful imagery of a black band across a thin blue line – Zengel set off to pick the perfect cigar to match his bold idea.

He landed at the HalfWheel.com 2015 factory of the year winner Casa Fernández, a Miami-based factory that is very picky about with whom it partners for special blends.

"Casa Fernández doesn't do private blends for many people," Zengel emphasized, "But they believe in charity cigars and giving back so they loved the idea from the start and they invited me into

their cigar family."

Like a kid in a candy store – or a cop in a cigar store if you will – Zengel was able to taste and blend elements from the sought-after Aganorsa Tobacco Farms until he found the "drop-dead, out-of-the-park" blend that spoke to him: Corojo 99 wrapper and binder and crillo 98 and 99 mixed filler.

"It's a unique blend reminiscent of other cigars using Aganorsa leaf," Zengel described.

On Feb. 25, Los Caidos will rise at a national release party at Cigar Emporium in Lyndhurst. Honored guests consisting of NISPBA Locals as well as PBAs from Pennsylvania and New York will have the opportunity to purchase one of 500 boxes of Los Caidos, each featuring 10 cigars with a round head, one special torpedo and an empty space.

When you smoke the torpedo, 10 cigars remain with two open slots, or "10-0-0," which is often the code used for "officer down."

"The special shaped torpedo is intended for you, the box purchaser and supporter of the cause," reads Zengel's printed description found inside the box. "The 12th spot is the End of Watch cigar reserved for whomever it is you are honoring and remembering as you light up your special torpedo-shaped cigar, for it is my belief that the person will be lighting one up from high above with you."

When Zengel reaches his goal of raising \$50,000, he plans on taking a road trip across the U.S. on his Harley, visiting families of fallen officers in Philadelphia, Houston, Los Angeles, Chicago and New York City before returning to his hometown of Wall, likely with the plumes of smoke from a cigar trailing down the highway behind him. ♥



[www.beachhousecigars.com](http://www.beachhousecigars.com)



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