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**GEICO PRESENTS SECOND ANNUALINDOOR CUSTOM BIKE SHOW IN LAKELAND**

**LAKELAND,FL—FOR IMMEDIATE RELEASE**

**It will be a combination of some of the hottest looking custom motorcycle designs and a familiar friendly Gecko shaking hands among the crowds. Never mind the Florida summer heat or rain because this show will be a one-of-a kind indoor motorcycle show that will deliver. Mark your calendars for June 13and June 14 when the RP Funding center will be opening its doors to the public from 10:00 a.m.-7:00 p.m. on the 13th and 10:00 a.m. – 3:00p.m. on the 14th. The show is returning for a second year and has extended to a 2-day event. It is being presented by GEICO who is behind building stronger communities through events such as this one.**

**“At GEICO we have a fundamental principle of investing in the future, and we believe education is the foundation of success,” said Assistant Vice President Heather McIntyre. “We are delighted to return as the presenting sponsor of the Central Florida Wheels of Steel event. Our sponsorship enables us to continue supporting the Early Learning Coalition of Polk County’s mission to prepare children for bright futures, as well as support the success of our wonderful community.”**

**The event will showcase a variety of innovative designs brought in from top motorcycle builders who will be showing off their unique wheels and steel artistry. Cycle enthusiasts of all ages will have the chance to see over a hundred customized models in this family friendly event.**

**Polk County’s very own Sheriff Grady Judd will also be attending to endorse a “Ride the Right Way” campaign sponsored by Lakeland Regional Health who will have staff present to fit children with free bicycle helmets.**

**Jeff G. Holt, “The V-Twin Visionary” will be emceeing the event serving as its show ambassador. He is the former editor of Hot Bike and Street Chopper magazines and will be narrating hourly live demonstrations of custom builder tips on stage.**

**Another special highlight of the event will feature a Biker Build-Off competition between two recognized builders with a people’s choice vote to determine the winner. Also returning will be a chance to win a customized Harley Davidson. There will be also be 50/50 jackpot drawing and various giveaways donated by sponsors.**

**All the proceeds will benefit the Early Learning Coalition of Polk County that serves over 12,000 children annually. CEO Dr. Marc Hutek believes it’s a cause worth supporting. “The ELC of Polk County is fortunate to have a community that supports the initiatives empowering children to reach their potential. We have certainly found that motorcycle enthusiasts have a genuine heart in assuring our children are provided those opportunities for success and we appreciate everyone who supports our upcoming motorcycle show.” For further information go to cfwheelsofsteel.com.**

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