

Local man plans ride to remember

Motorcycle ride in memory of Holocaust victims

By **NAFEESA SHAHID**
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This year marks the 60th anniversary of the Warsaw Ghetto uprising, and Jeff Mustard has planned a motorcycle tribute for Yom' Hashoah (Holocaust Memorial Day) called "Ride to Remember - Memorial for the Holocaust."

Mustard, 47, an avid motorcyclist and president of King David Bikers, said he created the group after he tried meeting with other motorcycle groups.

"They mostly met at bars," the Pompano Beach resident said. "But I did not care to meet at a bar, nor was I meeting people I felt comfortable riding with or connecting with."

After attending a number of meetings for four months, he decided to go in search of Jewish riders who might be searching for a safe riding partner and a safe, kosher place to meet.

"We have 210 members. It makes us the largest motorcycle in Florida and the largest Jewish motorcycle riding organization in the country," Mustard said.

Now he has taken another definitive step and initiated the ride to honor the 6 million people who died at the hands of the Nazis.

But he said the ride is not just for Jews.

"We strongly encourage non-Jews to participate in this event," Mustard said. "It puts a fine point on the most tragic

incident of humankind, if they want to support it with their presence."

The ride starts Sunday in Miami Beach at the Holocaust Memorial.

"The executive director of the museum and the Israel consulate will be there blessing us on our ride," Mustard said.

They will start with 150 to 200 riders. Mustard said that although a few will join the ride as it moves northward, "most of the bikes are expected to start in Miami Beach."

From there, the riders will go to Jacksonville, Charlotte, N.C.; Roanoke, Va.; and Falls Church, Va. At each city, they will stop and bunk at a hotel for the night. In Falls Church, they will attend a glatt kosher dinner.

The next morning, May 5, the riders will continue to East Coast Harley - Davidson in Dumfries, Va., for a Holocaust Memorial Day event. Then they will go into Washington to visit the National Holocaust Memorial Museum. Mustard said this will be the first national gathering of Jewish bike clubs.

"We will have [at least] 200 bikes, and this includes people from New Jersey, Baltimore, New York, Philadelphia, Maryland, Detroit, Milwaukee, and people are coming from Toronto, Canada," Mustard said. "I received an e-mail from an



RIDER WITH A CAUSE: Jeff Mustard is planning a motorcycle tribute to the victims of the Holocaust to commemorate the 60th anniversary of the Warsaw Ghetto uprising. Staff photo/Yasmine Salem

Israeli gentleman who wants to make a documentary film about this event."

Mustard became interested in motorcycles when he was 15 and living in New City, N.Y., about 45 miles north of New York City.

"I had a motorcycle for one week," Mustard said, "a Honda 750. I had the idea to ride across the country with a girlfriend."

He bought the bike from a friend and promptly began practicing.

"I was riding it without a helmet and a license and insurance," he said. "It was in Rockland County, where it was Leave-It-to-Beaverville in 1973."

It wasn't long before he was pulled over by police officers, who cited him for having no helmet, no license and no insurance.

"When I went before the judge, he says, 'You can't ride without a helmet, insurance and no license,'" Mustard said. "The fine was to write 'I will

not ride a bike without insurance, helmet or a license' 1,000 times. My parents made me get rid of the bike after that."

Later he went to college, became a businessman, moved to Pompano Beach, and opened Mustard Man Productions, a public relations and advertising company.

That was 30 years ago. In 2002, he finally got another motorcycle.

"I bought my bike in August 2002 and I put 33,000 miles on it," Mustard said.

Mustard is philosophical about his interest in motorcycles.

"There are three things in life that are at the ultimate level of coolness, and only one is really achievable," he said.

Those are becoming an astronaut or airline pilot and riding a motorcycle.

"I am confident that every man has a secret yearning to ride a motorcycle, but only those with ... courage ... give in to the urge," he said.