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## Mamma Jamma Ride Kick-Off Party rolls at GSD&M

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By [Michael Barnes](#) | Saturday, May 21, 2011, 08:55 AM

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It was part pep rally, part recruiting session, part social mixer. The **Mamma Jamma Ride** Kick-Off Party packed several hundred people, many in sports wear, into the tall, echoing lobby of the GSD&M building on West Sixth Street. They ate nutritious food, sipped cold drinks and wandered around the overwhelmingly female crowd.



**Kerry Tate and Andrea McWilliams**

Mamma Jamma is now firmly established in Austin's social giving universe. The recreational event raises money for the breast cancer fight right here in Central Texas. Its backers are fervent: Before the Oct. 1 ride, expect to be recruited to bike, or to donate money in the name of a rider.



**Janis Connell and Larry Streepy**

Ride backer **Kerry Tate**, who helped raise more than \$2 million during her tenure, introduced this year's honorary chairwoman, lobbyist **Andrea McWilliams**. The fit-for-any-event McWilliams recounted her bout with breast cancer and her passion for fundraising, as did other speakers. It was difficult to resist the momentum!



**Rachelle Simmons and Cindy Lofton**

But I don't ride. Issues with balance, speed and traffic. I walk. And write. On a crushingly muggy night like last night, a breezy bike would have been a welcome option. But I walked on. And Mamma Jamma continues to roll toward its \$1.5 million goal this year.