

Black Hills News Stories

[Go back to News Articles](#)

More than \$60,000 raised for charity through the 2009 Legends Ride

Over 350 bikes take part in the second annual ride from Deadwood to Sturgis.

DEADWOOD (8/7/2009) - More than 350 bikes and over 500 riders took part in the 2009 Legends Ride on the opening day of the Sturgis Rally. On Monday, Aug. 3, riders from around the country converged on Deadwood to start the second annual Legends Ride, which benefits Black Hills charities, including the Black Hills Children's Home and the Sturgis Motorcycle Hall of Fame and Museum. \$61,600 was raised for the charities in 2009. Just under \$40,000 was raised in the Legend's Ride in 2008.

"We are thrilled with the charity riders showed this year. The Legends Ride has once again proved itself a worthy event that brings world-class entertainment to riders and needed dollars to charities," said Rod Woodruff, president of the Legendary Buffalo Chip. "We will be back bigger and better in 2010."

The Black Hills Children's Home offers a safe haven for children ages 4-13, many of whom are victims of severe abuse or neglect.

"Money raised during this year's Legends Ride will help the Children's Home continue long into the future... to provide love, safety, and a second chance at many of the things most of us take for granted: Warm meals, bike rides, story time, creative arts and interaction with caring adults," said Darla Crown, development officer for Children's Home Society. "We are incredibly grateful to be co-recipients of such a significant donation - it's truly a testament to the tremendous goodwill and generosity found in the hearts of the motorcycle industry and its enthusiasts."

Celebrities on the ride included Aerosmith lead singer Steven Tyler and John Paul DeJoria, of Paul Mitchell hair products and Patron Spirits Company. DeJoria also offered a surprise \$10,000 matching donation to the Legends Ride charities. Meghan McCain, daughter of Sen. John McCain, and a host of world-class bike builders including



Corey Ness, Paul Yaffe, Sugarbear and cigar aficionados were also part of the 2009 ride.

The Legends Ride is hosted by the Legendary Buffalo Chip and the Deadwood Chamber of Commerce. Riders each contributed \$150, and were treated to meet-and-greets with the world's top aficionados and top bike builders in Deadwood before departing the historic Black Hills town for a 50-mile escorted ride, ending at the Legendary Buffalo Chip for a private reception, auction and concerts by Lita Ford and Toby Keith. Other event hosts and sponsors included the Silverado-Franklin Hotel and Gaming Complex, Deadwood Tobacco Company and the Lucky Nugget Gaming Hall.