

The Legendary Buffalo Chip Music Festival 2009 Event Schedule Will Rock Sturgis with Acts Like Aerosmith, Cheech and Chong, Toby Keith and Buckcherry

Press Release Issued By Rise Above Consulting (July 14, 2009)



BUFFALO CHIP CAMPGROUND, SD - In keeping with its reputation as the "Best Party Anywhere," the Legendary Buffalo Chip's 2009 event line-up is sure to rock the Sturgis Rally. The Chip's variety of musical acts combined with its hot bartenders and special events "by bikers, for bikers" will provide rally goers with the ultimate Sturgis experience.

The Legendary Buffalo Chip features four stages of music and this year's genres range from country and counter-culture comedy to free-spirited, American rock and blues metal. The daily music headliners include:

- Friday, July 31 - Mark Farner, Peter Rivera, Mike Pinera and Jerry Corbetta
- Saturday, August 1 - Chuck Berry "The Father of Rock and Roll"
- Sunday, August 2 - Rock legends George Thorogood and the Destroyers and Creedence Clearwater Revisited
- Monday, August 3 - Country musician Toby Keith and rocker Lita Ford
- Tuesday, August 4 - Arena rocker Billy Squier and counter-culture comedians Cheech & Chong
- Wednesday, August 5 - Rock and Roll Hall of Fame Inductees Aerosmith and blues-based southern rock band Saving Abel
- Thursday, August 6 - Hard rock bands Tesla and Hinder
- Friday, August 7 - Modern rockers Buckcherry and RED
- Saturday, August 8 - Classic Rock Legends The Guess Who

In addition to its live music line-up, this year the Legendary Buffalo Chip is proud to host Michael Lichter's 9th annual Motorcycles as Art exhibit. As the new home of the renowned Lichter exhibit, the Legendary Buffalo Chip has constructed "The Lichter Exhibition Hall," a 7,000-square-foot facility specifically designed as a gallery to showcase art and motorcycle exhibits. This year's Motorcycles as Art theme is "Rebel Rousers - Motorcycle Icons that Inspired us to Ride," and will be open Saturday, August 1 through Friday, August 7, 2009. Admission is free to the public.



WWW.ROAD2RECOVERY.COM

The Legendary Buffalo Chip will also host the second annual Legends Ride. This charity event offers bikers the perfect opportunity to jumpstart their rally experiences as they join celebrities, world-class bike builders, cigar aficionados and other special guests on a stunning 50-mile ride from historic Deadwood, South Dakota to the Legendary Buffalo Chip for the Legends Ride finale. Tickets are \$150 per person and 100 percent of the proceeds will go to benefit the Black Hills Children's Home Society and the Sturgis Motorcycle Museum & Hall of Fame.

Also part of the Legendary Buffalo Chip's event schedule is the "Pink and Proud" ride. The ride will take place Friday August 7th with registration taking place at 11:30 a.m. Rider contribution is \$115 and all contributions will go to support two foundations that work to enhance breast cancer awareness, research and education. In addition to the ride, the "Pink and

Proud" festivities will include an auction of Keep A Breast plaster casts made and beautified by prominent women in the motorcycle industry. Auction proceeds will support the Keep A Breast Foundation.

Sucker Punch Sally's, The Legendary Buffalo Chip and American Cycle Magazine have all partnered to have a free bike giveaway on Friday night, that's right it is free just visit www.buffalochip.com to register for this one of kind custom Sucker Punch Sally's. Sturgis Bike Week has teamed up with Steven Tyler's Dirico Motorcycles to raffle off a custom Dirico Motorcycle after the Aerosmith concert on Wednesday night. Burnouts are always a huge part of any motorcycle rally and this year at the chip they will host the second annual Baker Burnout contest as well as the World Record Burnout attempt, led by a 1937 Indian motorcycle with side car. Details can be found at www.buffalochip.com.