

Children's Home, Sturgis Motorcycle Museum hit Deadwood Legends Ride jackpot

By Tim Velder, Rally Daily staff | Tuesday, August 04, 2009

[Previous Story](#)

[Next Story](#)

[Previous Page](#)

[Share](#)

[Print](#)

[Email](#)

With the surprise help of John Paul DeJoria, two Black Hills area charities could split up to \$60,000 in donations related to the second annual Legends Ride in Deadwood.

The event, coordinated by Buffalo Chip Campground and the Deadwood Chamber of Commerce, attracted more than 200 motorcycle riders Monday for a special tour of the Black Hills. The riders paid \$150 per person to participate, raising more than \$40,000 for the Children's Home Society Endowment and the Sturgis Motorcycle Museum & Hall of Fame.

Related Stories Most Popular

[Sturgis business: Smoking ban and rally wouldn't mix](#)

[Legends Ride registration already surpasses 2008 numbers](#)

[Plans fall through for Hooters restaurant in Deadwood during rally](#)

[Chuck Berry's Sturgis rally concert canceled](#)

[So many biker breakfasts, so little time](#)

[Erico Motorsports](#)
Read this Motorcycle Dealer's reviews & find local Auto info.
Denver.Citysearch.com

[Buy Stocks - \\$4 Fee at ShareBuilder](#)
No account or investment minimums. No inactivity fees. Start today.
www.sharebuilder.com

[motorcycle tire fix](#)
Find tire retreading & repair for your car, truck or motorcycle.
Tires.YellowPages.com/Denver

Ads by Yahoo!

Keith. Keith was scheduled to play Monday night at the Buffalo Chip, where the 40-mile ride culminated Friday. Several prominent custom motorcycle builders and cigar makers were also on hand to meet and greet attendees.

Ken Jasper of Saskatchewan, Canada, rode his custom Harley-Davidson Dynaglide Monday, saying he was supporting a good cause.

Buffalo Chip owner Rod Woodruff said that non-bikers can often overlook motorcycle riders for their big hearts.

"The people that come (to the Sturgis motorcycle rally) are just about the nicest people in the world," he said. Woodruff and other rally interests raise money every year for local charities. The Buffalo Chip is also a prominent promoter of Black Hills tourism, Woodruff said.

"We're really proud to be a conduit to show what a beautiful stretch of country we have," he said.

DeJoria surprised home society chairwoman Dartia Crown when he announced a \$10,000 match during a pre-ride media briefing. Crown thanked the celebrities and riders for helping the Black Hills Children's Home provide residential care to severely abused and neglected children as young as age 4.

"This morning, 52 children woke up knowing that they are in a safe place," Crown said. The money goes towards daily supplies for the children.

DeJoria and his wife, Eloise, rode a restored 1938 Indian with sidecar in the Legends Ride, then donated it to the motorcycle museum to commemorate the event.

DeJoria, owner of the Southern-California-based John Paul Mitchell hair care products, has been a long-time presence for charitable giving world-wide. He was inducted into the Sturgis Motorcycle Hall of Fame in 2004.

"Bikers make the planet a better place to live for everybody," DeJoria said.

Other celebrities on hand for the ride were Steven Tyler of the rock a'n' roll band Aerosmith, actors Lorenzo Lamas and Sheree Wilson and country music star Toby Keith.