

Press Releases - Industry News

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2009 Legends Ride Registration Surpasses 200 Riders, Full Sell-Out Expected

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STURGIS & DEADWOOD, S.D. (7/27/2009) - Black Hills charities, including the Black Hills Children's Home and the Sturgis Motorcycle Hall of Fame and Museum. Nearly \$40,000 was raised for charity in 2008. The ride that kicks off the Sturgis Rally has over 200 riders confirmed, surpassing 2008 registration numbers, but some spots remain for riders in the 2009 Legends Ride. A total sell-out of 250 riders is expected on the Ride, which will be held on August 3. The Legends Ride benefits

In its second year, the Legends Ride begins in historic Deadwood and takes riders on an escorted 50-mile trip through the scenic Black Hills, ending at the Legendary Buffalo Chip in Sturgis. An all-star roster of celebrities, world-class bike builders, cigar aficionados and artists are confirmed to participate in this year's Legends Ride. Special guests in the 2009 Legends Ride include Aerosmith frontman Steven Tyler, who will be accompanied by Steven Talarico, his partner in Dirico Motorcycles; Sheree Wilson and Phil Pitzer, stars of the upcoming movie "Easyriders - The Ride Back;" and a host of the nation's top bike builders, including Roger Bourget, Christian Clayton, Brain Klock, Michael Prugh and Paul Yaffe. FX Network's DVD on TV will be filming the Legends Ride for inclusion in an upcoming episode as well.

Legends Ride registration is from 11 a.m. to 2 p.m. at the Silverado-Franklin Hotel and Gaming Complex in Deadwood. Also during that time, riders can enjoy a stogie with the Stars of Cigars, including Christian Eiroa, Jonathan Drew, Nish Patel and many other of world's top cigar aficionados at the Deadwood Tobacco Company. The Legends 2k9 builder bikes will also be on display at Deadwood Tobacco, as well as at the Silverado-Franklin Hotel and Gaming Complex. From 11 a.m. to 2:30 p.m., the Lucky Nugget Gambling Hall will showcase the works of the motorcycle industry's and Black Hills' top artists including Michael Lichter, David Uhl, Eric Herrmann, Rede Ballard and Kristi Goodell as part of the Buffalo Chip's 2009 Essential Artists of the Black Hills Rally.

The escorted ride through the Black Hills begins at 3 p.m. At 5 p.m., Legends Riders will be the guests of a private reception at The Legendary Buffalo Chip, which will be highlighted by a live auction featuring "The Deadwood Special," a unique custom motorcycle built by Kyle Shorey of Shadetree Fabrications. Riders will also be treated to concerts by rocker Lita Ford and country superstar Toby Keith.

The Legends Ride is hosted by the Legendary Buffalo Chip and the Deadwood Chamber of Commerce. Riders can register for the Legends Ride at www.legendstride.com or by calling (605) 347-9000. The 2009 Legends Ride is a \$150 contribution, 100 percent of which goes to the charities.

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2009 LEGENDS RIDE PRESS CONFERENCE, LEGENDS RIDE SCHEDULE

A media room will be available at the Franklin Hotel in Deadwood from noon to 2 p.m. on August 3. A press conference will be held at 1:30 p.m. Please contact Lee Harstad at (605) 578-1876 or lee@deadwood.org to RSVP. Space is limited, and only prearranged media can attend. If you are interested in riding in the event, that can be arranged.

August 3, 2009 SCHEDULE: 11 a.m. -- Legends Ride registration opens to riders. Registration is open until 2:30 p.m.

11 a.m. -- Legends 2k9 Builder Display opens at Deadwood Tobacco Company and Silverado-Franklin Hotel and Gaming Complex. Builder displays open until 2:30 p.m.

11 a.m. -- Stars of Cigars at the Deadwood Tobacco Company. Stars of Cigars will be on hand until 2:30 p.m.

11 a.m. -- Capture the Essential Artists Collection at the Lucky Nugget Gambling Hall. Art will be on display until 2:30 p.m.

Noon -- Media room opens for media only. Lunch will be provided. Media room will remain open until 2 p.m.

1:30 - 1:45 p.m. -- News conference with organizers and charities, including Rod Woodruff of the Buffalo Chip, Black Hills Children's Home beneficiaries, Deadwood officials and celebrity participants.

2:30 p.m. -- Group photo with all Legends Ride participants, on the street between the Silverado and Franklin.

3 p.m. -- Legends Ride begins.

5 p.m. -- Legends Ride celebration begins at The Legendary Buffalo Chip. An exclusive reception will be held for Legends Ride riders until 8 p.m. and will include a Legends Ride Memorabilia Live Auction.

8:30 p.m. -- Concerts begin at the Buffalo Chip, with Lita Ford and Toby Keith.