

## **Bike Builders and Budweiser Clydesdales to Kick-off Bike Week New Orleans at the Broken Spoke in May**

[NewswireToday](#) - /newswire/ - **New Orleans, LA, United States, 04/02/2009** - **The Budweiser Clydesdales will help kick off Bike Week New Orleans at the Broken Spoke with a procession at 9:30 am Thursday, May 7th from the Basin Street Welcome Center to the Morial Convention Center for opening day of an Easyriders V-Twin Show.**

Celebrity bike builders will ride with the procession to the nearby Ernest N. Morial Convention Center, the scene of a gigantic Easyriders V-Twin Show, the Seminole Hard Rock Roadhouse and the very unique "Chrome Kitchen."

Ten of the Budweiser Clydesdale horses will be stabled in New Orleans for the entire event, May 6 to 10. The public will be able to visit two of the famous horses at a mobile stable just outside Jay Allen's Famous Broken Spoke Saloon - New Orleans that is being staged near the Mississippi River in the historic Warehouse District at the Sugar Mill on Convention Center Boulevard.

"We are also sending the Bud Burnout Bike to New Orleans," said Mike Martinez, geographic marketing manager for Anheuser-Busch. "We believe this event is a natural fit for New Orleans at a time when the weather is perfect for motorcyclists. We appreciate that many of our loyal customers are motorcyclists, and we believe this event will become another major rally in years to come. That's why we are thrilled to be a first-year sponsor."

A traditional rock 'n roll Hard Rock Guitar Smash will kick off opening day of the Easyriders V-Twin Show. Famous chefs will be mixing it up with famous bike builders on Thursday, Friday and Saturday at the Convention Center.

The 2009 Easyriders' V-Twin Show has toured the country and concludes this year with a final show in New Orleans. Centerfold tour builders Erick Ackley and Dave Sekman - Tempest Cycles, Jerry Burrow - Road-Hawgs, Bruce Mullins - Skunkworx, John Dodson - Gangster Choppers and Shannon Davidson - Chopp Shop will be at the New Orleans show; and a big after-party is planned for Saturday night at the Broken Spoke.

The Hard Rock Roadhouse will feature custom bikes, photography by world-renowned Michael Lichter and a collection of Fender guitars customized by industry talents Ami James, Athena "Chickie" Ransom, Bill Dodge, Christian Clayton, Dave Perewitz, Eddie Trotta, Keino Sasaki, Pat Patterson, Paul Cox, Paul Wideman, Russell Mitchell, Steve Broyles and Taber Nash.

The Basin Street Station will also be the departure point for Friday's Coca-Cola Plantation Poker Run to raise money for The Sunshine Kids; and the Southern Comfort Wetlands Ride and party at Woodland Plantation on Saturday that will benefit Wetlands Preservation. Friday night's poker run hands will be played out at the Broken Spoke, where the winner will be presented with a new Harley-Davidson Sportster.

Hurricane Harley-Davidson, New Orleans Harley-Davidson and Voodoo Harley-Davidson will give away bikes on both Friday and Saturday nights. But you must be present to win! Saturday night's winner at the Broken Spoke will take home a Harley-Davidson Super Slide.

"This is a festival that celebrates New Orleans and motorcycling, and the whole Gulf Coast Region" said Larry Oliphant, CEO of Bikeweek LLC/Bikeweek.com. "There will be scenic rides to historic plantations, and a party hosted by Southern Comfort at the famous Woodland Plantation that has been pictured on bottles of Southern Comfort since 1939." But what makes this event really unique is the opportunity to see bike shows, be entertained at the Broken Spoke and enjoy the company of fellow-bikers all at one location and within walking distance to a half-dozen New Orleans' hotels."

All entertainment, food festivals, thrill shows and bike shows are being staged in and adjacent to the convention center. The New Orleans Broken Spoke Saloon (NOBS!) will host biker contests, Wall of Death, Lucky Daredevils ThrillShows, and four days of music - including headliner performances by Edgar Winter on Friday night and Blackfoot on Saturday night. The Bud Burnout Bike and Bud Alley will dominate a closed street adjacent to the Broken Spoke complex in the heart of New Orleans.

A one-day pass that includes all entertainment plus the Easyriders show, Wall of Death, Bud Burnout Bike, Cycle Source show and more is \$20/day. A multi-day pass is \$35. Rides can be purchased separately for \$20 (per bike) each or as part of an all-inclusive ticket for \$69.

New Orleans is known for its food and this event will feature the food that is unique to New Orleans. There will be a seafood festival at Heritage Park all day Thursday, Friday and Saturday. Directly across from the convention center, some of the great restaurants of New Orleans will present "Taste of New Orleans." And inside the convention center, famous chefs will be demonstrating some of those New Orleans favorite dishes in the "Chrome Kitchen."

The Southern Comfort Girls and the Southern Comfort Chopper will be at the rally every day. Also on display will be Harley-Davidson, Bourget, 888 Race Pro and West Coast Choppers. Vendor areas and the seafood festival in Heritage Park are free to the public and sure to draw a crowd of both motorcycle and non-motorcycle enthusiasts.

In New Orleans' fashion, the event will close with a Gospel Breakfast on Sunday morning. Bike Week New Orleans at the Broken Spoke is being presented in partnership by Bikeweek.com, The Broken Spoke Saloon and Easyriders Events. For vendor, advertising and ticket information, please visit the website or call 866-218-4565.