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Legends Ride Raised \$61,000 for Charity

STORY HIGHLIGHTS:

- The event marked the start of the 2009 Sturgis Rally
- It took place on August 3 at the Legendary Buffalo Chip
- Each rider contributed \$150 to participate at the expedition

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The second annual Legends Ride event gathered more than **350 bikes and 500 riders** from around the world on Monday, **August 3**, raising a record-breaking **\$61,000** to benefit a number of Black Hills Charities including the Black Hills Children's Home and the Sturgis Motorcycle Hall of Fame and Museum.

"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**, where the event took place. "We will be back bigger and better in 2010."

"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," said Darla Crown, development officer for Children's Home Society.



Legends Ride marked the official start of the **2009 Sturgis Rally**, and each rider contributed **\$150** to participate in the star-studded and scenic 50-mile expedition from the Historic Black Hills town to the grounds of the **Legendary Buffalo Chip**.



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There were a lot of celebrities that participated in the ride, including Aerosmith lead singer **Steven Tyler**, **Toby Keith**, **Kid Rock**, **Lorenzo Lamas** and the cast of **Easy Riders II**. 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.

John Paul DeJoria, of Paul Mitchell hair products and Patron Spirits Company made a surprise **\$10,000 donation** to the Legends Ride Charities. He also donated the **restored 1938 Indian** with sidecar that he and wife, Eloise, traveled on during the Legends Ride to the Sturgis Motorcycle Museum and Hall of Fame.

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