

Legendary Buffalo Chip Provides Ultimate Sturgis Experience during Sturgis Rally Week 2009

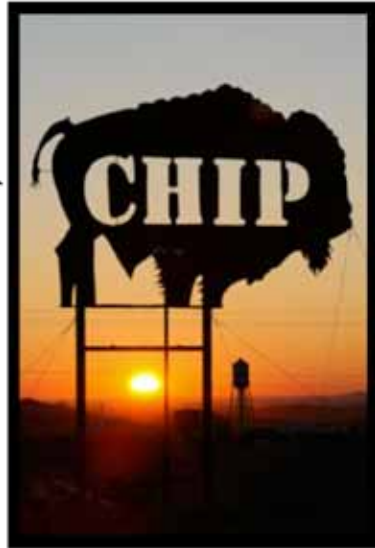
Sturgis, S.D. (August 24, 2009) Sturgis Bike Week 2009 has come and gone and the Legendary Buffalo Chip has once again proven itself as the best party anywhere. The epicenter of this year's rally and all of its high-octane revelry provided bike enthusiasts from across the country the ultimate Sturgis experience. By bikers and for bikers, the Legendary Buffalo Chip afforded its visitors an array of entertainment, art, vendors, food, amenities and countless memories.

The entertainment at this year's rally was unparalleled. Performances that graced the Chip's four entertainment stages included; George Thorogood and the Destroyers, Creedence Clearwater Revisited, Toby Keith, Lita Ford, Billy Squier, counter-culture comedians Cheech & Chong, Saving Abel, Tesla, Hinder, Buckcherry, RED, The Guess Who and Rock and Roll Hall of Fame inductees, Aerosmith.

In addition to its live music line-up, the Legendary Buffalo Chip was proud to host Michael Lichter's 9th Annual Motorcycle as Art exhibit entitled "Rebel Rousers- Motorcycle Icons that Inspired Us to Ride" in its brand new 6,500 square foot "Lichter Exhibition Hall". The facility designed and constructed as a gallery to showcase art and motorcycle exhibits accommodated Lichter's annual exhibit and reminded Chip visitors what originally fueled their passion for riding by displaying one of the finest industry collections ever assembled.

The Legendary Buffalo Chip also hosted the second annual Legends Ride. Signaling the official start to the 2009 Sturgis Rally, more than 350 bikes and 500 riders from around the world converged to take part in the ride for charity. The star-studded and scenic 50-mile expedition from the Historic Black Hills town to the grounds of the Legendary Buffalo Chip raised a record-breaking \$61,450 to benefit the Black Hills Children's Home and the Sturgis Motorcycle Hall of Fame and Museum.

Also part of the Legendary Buffalo Chip's event schedule was the "Pink



and Proud" ride. All riders' contributions went to support two foundations that work to enhance breast cancer awareness, research and education. In addition to the ride, the "Pink and Proud" festivities included an auction of Keep a Breast plaster casts made and beautified by prominent women in the motorcycle industry.

And you can't forget burnout night. The Legendary Buffalo Chip held the Second Annual Baker Burnout Drags Competition Friday, August 7. This raw execution of power, precision and skill was held at the main amphitheatre at the Buffalo Chip. To start this year's Baker Burnout Drag Competition "Kiwi" Mike Tomas rode a 1938 Indian Chief with sidecar that he restored for John Paul DeJoria and lit up the rear tire, showing that even old iron has what it takes to burn rubber.

The Legendary Buffalo Chip has been offering guests the true Sturgis experience for over 29 years. Bikers from across the country converged on the Chip and camped on over 500 acres of campground and enjoyed the best food, vendors and facilities that Sturgis has to offer. Guests at the Chip were able to indulge their appetites and enjoy hearty meals from 9 quality food vendors including; Stage West Café, Sturgis Rider Café®, Coffee Crib, Domino's Pizza, Porky's BBQ, Buffalo Grill, Tacc Bell, Island Dog, Burger Express, Santa Lucia Greek, and Chubby Churros.

A number of premier vendors were found on the grounds of the Legendary Buffalo Chip offering an array of products guaranteed to get visitors' motors running including Victory Motorcycles, Indian Motorcycles, Sucker Punch Sally's and Progressive Insurance. Biker guys and gals alike also appreciated the ease and convenience of the amenities found at the Chip. Chipsters were able to dust off the miles and take advantage of the Chip's personal attendants, flush toilets and plentiful shower and bathroom facilities located throughout the grounds.

They did it again. The Legendary Buffalo Chip offers the ultimate Sturgis experience- from clean bathrooms, to hearty meals to a renowned entertainment lineup and fundraisers for charity- the Chip is Sturgis and there really is no reason to go anywhere else. Visit www.buffalochip.com now and make your reservation for Sturgis 2010 for only \$155, before the price increase. That includes all the great bands for free. Take advantage of this great offer and be sure you don't miss 2010's Sturgis Rally at the Legendary Buffalo Chip! Next year marks the 70th anniversary of the Sturgis Motorcycle Rally and the Buffalo Chip will be the place to party! Don't miss it.