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2009 Sturgis Legends Ride

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Here's a chance for all of you going to Sturgis to get in on an exclusive event and help a worthy charity. The Legends Ride is a fund-raiser for the Children's Home of the Black Hills and the Sturgis Motorcycle Museum and Hall of Fame. Last year's event raised nearly \$40,000 for charity.

Registration is now open for riders at www.legendstride.com or by calling (605) 347-9000. The 2009 Legends Ride is a \$150 contribution, and offers participants a chance for riders to join celebrities, world-class bike builders, cigar aficionados and other special guests on a stunning 50-mile ride from historic Deadwood, S.D., to the Legendary Buffalo Chip for the Legends Ride finale, capped by a concert by country music star Toby Keith. A ticket to the concert is included in the registration.

Besides the ride through the heart of the Black Hills, special events and entertainment will be held at Deadwood Tobacco Company, the Lucky Nugget Gaming Hall and the Silverado-Franklin Gaming Complex, all three of which are also sponsors, and riders will participate in a pre-concert party at the Legendary Buffalo Chip.

In addition to raising significant funds for charity, riders will also be treated to a Ride VIP souvenir gift pack which included an official Legends Ride T-shirt along with a host of goodies including cigars and collectible merchandise from Legends Ride sponsors.

Other perks include free parking in Deadwood and the Legendary Buffalo Chip, food and drinks prior to the Toby Keith Concert, meet-and-greet opportunities with master builders and celebrities and a special souvenir gift pack.