

Kickin' Off Sturgis at the 2009 Legends Ride

Tuesday, July 28, 2009

T-Minus one week and counting. It's almost time for Sturgis! Motorcycle USA will be on-scene all week, and needless to say, we're excited. Got a huge schedule of custom bike shows, concerts, parties and epic rides on our agenda, but we couldn't think of a better way to get things kicked off than at the 2009 Legends Ride.



Lock out, Sturgis, here we come! Motorcycle USA will be kicking off the party in grand style at the Legends Ride Monday, Aug. 3. Check for daily Sturgis coverage next week.

On Monday, Aug. 3, Motorcycle USA will be joining a couple hundred friends for a 50-mile ride through the Black Hills from Deadwood to the Legendary Buffalo Chip in Sturgis. We've

heard rumors that one of the celebrity guests will be Aerosmith frontman and partner-in-crime at Dirico Motorcycles, **Steven Tyler**, along with **Dirico's president, Stephen Talarico**. Other celebrities said to be attending include Sheree Wilson and Phil Pitzer, stars of the upcoming movie "Easyriders – The Ride Back" and custom builders Roger Bourget, Christian Clayton, Brian Klock, Michael Prugh and Paul Yaffe. Who else might show up, you never know!

It's going to be a full day. We'll start the afternoon off by checking out The Stars of Cigars. Some of the top cigar aficionados around will be at the Deadwood Tobacco Company espousing the merits of a good stogie. While we're there, we plan on checking out the Legends 2K9 builder bikes that will also be set up at the tobacco company. Next we'll head over to the Lucky Nugget Gambling Hall. No, we're not entered in the Texas Hold 'Em tournament. We'll be there to see a display of artwork from many of the motorcycle industries best, names like Michael Lichter, David Uhl, and Kristi Goodell.

Then the ride to the Chip takes place. After a reception party, we'll get treated to some rebel rousin' country and some rock & roll. Lita Ford will supply the hot guitar licks to get us primed before Toby Keith will take the stage to play some boot tappin, down-home C&W. Then it's back to home base to write some stories and post some pictures. And that's only Day 1. Gonna be one helluva time at Sturgis 2009. Climb On next week with Motorcycle USA as we bring you daily coverage of the biggest, bestest rally in the Badlands.

The Legends Ride benefits Black Hills charities, including the Black Hills Children's Home and the Sturgis Motorcycle Hall of Fame and Museum. Last year's event raised almost \$40K.

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