

## Sturgis 2009 Legends Ride

A city block was shut down and bikers stormed the streets Monday. No, it wasn't Hollister 1947 all over again. It was the 2009 Legends Ride, a benefit ride that raised over \$61,000 for the Black Hills Children's Home and the Sturgis Motorcycle Museum & Hall of Fame. The historic Silverado-Franklin Hotel in downtown Deadwood was the place to be Monday as celebrities, custom bike builders, and motorcyclists gathered to support the cause.

The sense of camaraderie was thick as over 200 motorcyclists took a scenic 50-mile route through the Black Hills from Deadwood to the Buffalo Chip. After the ride, a benefit auction was held, highlighted by the sale of the

Motorcycle USA took a spin on the 2010 Harley-Davidson Softail Convertible with a couple hundred friends through the Black Hills of South Dakota. "Deadwood Special," a custom motorcycle built by Kyle Shorey of Shadetree Fabrications. Featuring brass highlights, a wooden s



eat, and .22 shells for rivets on the tank, the official motorcycle of the 2009 Legends Ride sold to the Silverado in Deadwood for \$24,000. During the auction, the question was jokingly asked if it came with a warranty.

"It ain't going to break," replied Shorey.

John Paul DeJoria was also a candidate for man-of-the-hour, making a surprise \$10,000 donation. Better known as the owner and spokesman of John Paul Mitchell hair care products, DeJoria and his wife Eloise rode a restored 1938 Indian with a sidecar in the Legends Ride, and sweetened the charity pot when he donated the bike to the motorcycle museum after the ride.

Legendary custom builder Sugar Bear readies his chopper for the Legends Ride.

"Bikers make the planet a better place to live for everybody," DeJoria said to a receptive crowd.

It was a star-studded event. When we arrived, legendary custom builder Sugar Bear was talking shop with Peter Fonda's doppelganger. Turns out it was actor/writer Phil Fitzer, who stars in the upcoming sequel to the iconic biker flick, Easy Rider. Fitzer and fellow co-star Sherree Wilson were on hand to promote the new  
Sherree J. Wilson of Walker, Texas Rang...

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