



Legends Ride for Charity to Kick Off Sturgis 2009

Press Release
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Registration now open for August 3rd Legends Ride.

With sights set on raising even more money this year, the Legendary Buffalo Chip and the Deadwood Chamber of Commerce are gearing up for the second annual Legends Ride, which will take place Aug. 3, 2009, the official opening day of the 2009 Sturgis Motorcycle Rally.

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.legendssride.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.

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.

"It truly is for a great cause. Not only will riders have the luxury of an escorted ride through Deadwood, Sturgis and the Black Hills and special perks along the way but they will also be benefitting charities that do so much for folks in the area," said Rod Woodruff, president of the Legendary Buffalo Chip. "Plus, the Legends Ride takes place on the opening day of the 2009 Sturgis Rally. There's no better way to kick start your time in Sturgis."

Last year's event had more than 250 participants, and organizers expect that number to grow in 2009.

"We are proud to be part of the Legends Ride again this year. It's a great event and for a great cause," said George Milos, executive director of the Deadwood Chamber of Commerce. "Last year was an overwhelming success and we know participants enjoyed their time on the Ride. We're expecting many of them to return this year - and that they will be bringing friends."

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.