

Legendary Buffalo Chip raises \$61,000 for charity

Press Release
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More than 350 bikes and 500 riders from around the world converged on Deadwood, SD on Monday, August 3 to take part in the Second Annual Legends Ride hosted by the Legendary Buffalo Chip. A record-breaking \$61,600 was raised to benefit a number of Black Hills Charities including the Black Hills Children's Home and the Sturgis Motorcycle Hall of Fame and Museum. Just under \$40,000 was raised at last year's inaugural Legends Ride.

"We are thrilled with the charity riders showed this year. The Legends Ride has once again proved itself a worthy event that brings world-class entertainment to riders and needed dollars to charities," said Rod Woodruff, president of the Legendary Buffalo Chip. "We will be back bigger and better in 2010."

The Black Hills Children's Home, recipient of a portion of the monies raised offers a safe haven for children ages 4-13, many of whom are victims of severe abuse or neglect.

"Money raised during this year's Legends Ride will help the Children's Home continue long into the future... to provide love, safety, and a second chance at many of the things most of us take for granted: Warm meals, bike rides, story time, creative arts and interaction with caring adults," said Darla Crown, development officer for Children's Home Society. "We are incredibly grateful to be co-recipients of such a significant donation - it's truly a testament to the tremendous goodwill and generosity found in the hearts of the motorcycle industry and its enthusiasts."

Signaling the official start to the 2009 Sturgis Rally, riders each contributed \$150 to participate in the star-studded and scenic 50-mile expedition from the Historic Black Hills town to the grounds of the Legendary Buffalo Chip. Participants were treated to meet-and-greets with the world's top industry aficionados and bike builders before departing and enjoyed a private reception, auction and concerts by Lita Ford and Toby Keith once they arrived at the Chip.

Celebrities that participated in the ride included Aerosmith lead singer Steven Tyler, Toby Keith, Kid Rock, Lorenzo Lamas and the cast of Easy Riders II. Industry enthusiast and supporter, John Paul DeJoria, of Paul Mitchell hair products and Patron Spirits Company made a surprise \$10,000 matching donation to the Legends Ride Charities. He also donated the restored 1938 Indian with sidecar that he and wife, Eloise, traveled on during the Legends Ride to the Sturgis Motorcycle Museum and Hall of Fame.

Meghan McCain, daughter of Sen. John McCain, and a host of world-class bike builders including Corey Ness, Paul Yaffe, Sugarbear and cigar aficionados were also part of the 2009 ride.

Sponsors for this year's ride include: Biker Incite, Budweiser, Coca-Cola, Dirico Motorcycles, The City of Deadwood, the Deadwood Tobacco Company, Ethanol Fuel Producers, First Western Bank, Interstate Batteries, the Lucky Nugget Gaming Hall, Metzeler, Neugebauer's Fine Jewellery, Progressive Insurance, Sucker Punch Sally's, South Dakota Pork Producers Council, Taser, the Silverado-Franklin Hotel and Gaming Complex, and Victory Motorcycles.