



Sturgis 2008 Was An Epic Tale And A Step Back In Time

THE LEGENDS RIDE

THE CHIP GIVES PEOPLE A LEGENDARY RIDE

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Typically I get to do a few short rides while I'm in Sturgis and this year Lon Nordbye, Director of Corporate Sponsorships at The Legendary Buffalo Chip, asked if I wanted to go on The Legends Ride. It seemed like a nice loop and a bunch of my friends were going, so I took the afternoon off and headed to Deadwood with Kirk and Lisa Taylor and Steve Broyles. It's always great carving down the canyon from Sturgis to Deadwood, and after reaching the Silverado, we were treated to VIP parking outside the casino. We headed inside the Silverado, got our credentials and then made our way down to Deadwood Tobacco. Deadwood Tobacco has one of the finest selections of premium cigars I have seen, and although I didn't partake in smoking, I did wander into the humidor and admire the selection. Numerous cigar celebrities were on-hand to answer questions. We mostly kept to ourselves enjoying some sandwiches and a cold beverage in the air conditioning.

We moved outside, fired up the bikes and were on our way. We happened to be at the front of the pack of over 250 riders so we blasted out of Deadwood with a police escort. I have been on a lot of large, organized rides and they can be frustrating because of slow speeds and inexperienced riders. This ride was unusual – we traveled at a reasonable speed even though we were mostly on twisty, two lane roads and most riders seemed to be very aware of the other riders around them. I enjoyed riding with my friends through some of the most beautiful countryside with virtually no stops. They had five different law enforcement

agencies placed so that traffic was stopped for us and everything was very well orchestrated. I had a few hiccups with my bike, but overall the ride just cleared my head and helped remind me why I was in Sturgis – because I love to ride. Not for the fanfare, vendors, naked old ladies or BS, but because riding is one of those things that really takes my mind off everything else. It takes total concentration yet seems totally mindless at times. It's the perfect balance.

The group was escorted through the backstreets of Sturgis and then out to the Buffalo Chip where we received VIP parking and a reception complete with an open bar and food. It was nice to have a place to hang out and talk with all the riders. After a brief introduction there was some live music and a live auction for the first Destination Duo bike. The bidding was lively for this limited edition bike that celebrates the 50th anniversary of rear suspension, and it sold for over \$24,000. With 100% of the riders' fees contributed directly to the charity of choice, nearly \$38,000 was raised for the Kids and Chrome Foundation in the first year of this event.

"The response we have received from this year's inaugural event has been overwhelming," said Nordbye. "Our primary goal moving forward is to make this annual event bigger and better every year to help raise even more money for charity."

You can see more about The Legends Ride at www.legendside.com **CYCLE SOURCE**