

From The Legendary Buffalo Chip Campground

# FREE SUCKER PUNCH YEAH, WE TRIED TO BRIBE 'EM TOO

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**W**ith the prospect of some lucky bastard winning a custom one-off Sucker Punch Sally's motorcycle, you can bet that every journalist

of the trailer. The computer terminals were locked down tighter than the door to Kellie Pickler's tour bus, and a high-tech program spit out 15 finalists' names on Thursday. Arthur from

as with most people who win a contest, never thought he had a chance until he got the call that he was one of 15 finalists. His luck began to change, and by that night he was the proud owner of



and friend was offering heavy bribes to the SPS crew working the booth at the Legendary Buffalo Chip. Everyone was encouraged to try the new Original Octane energy drink and enter to win the bike on computer terminals set-up in front

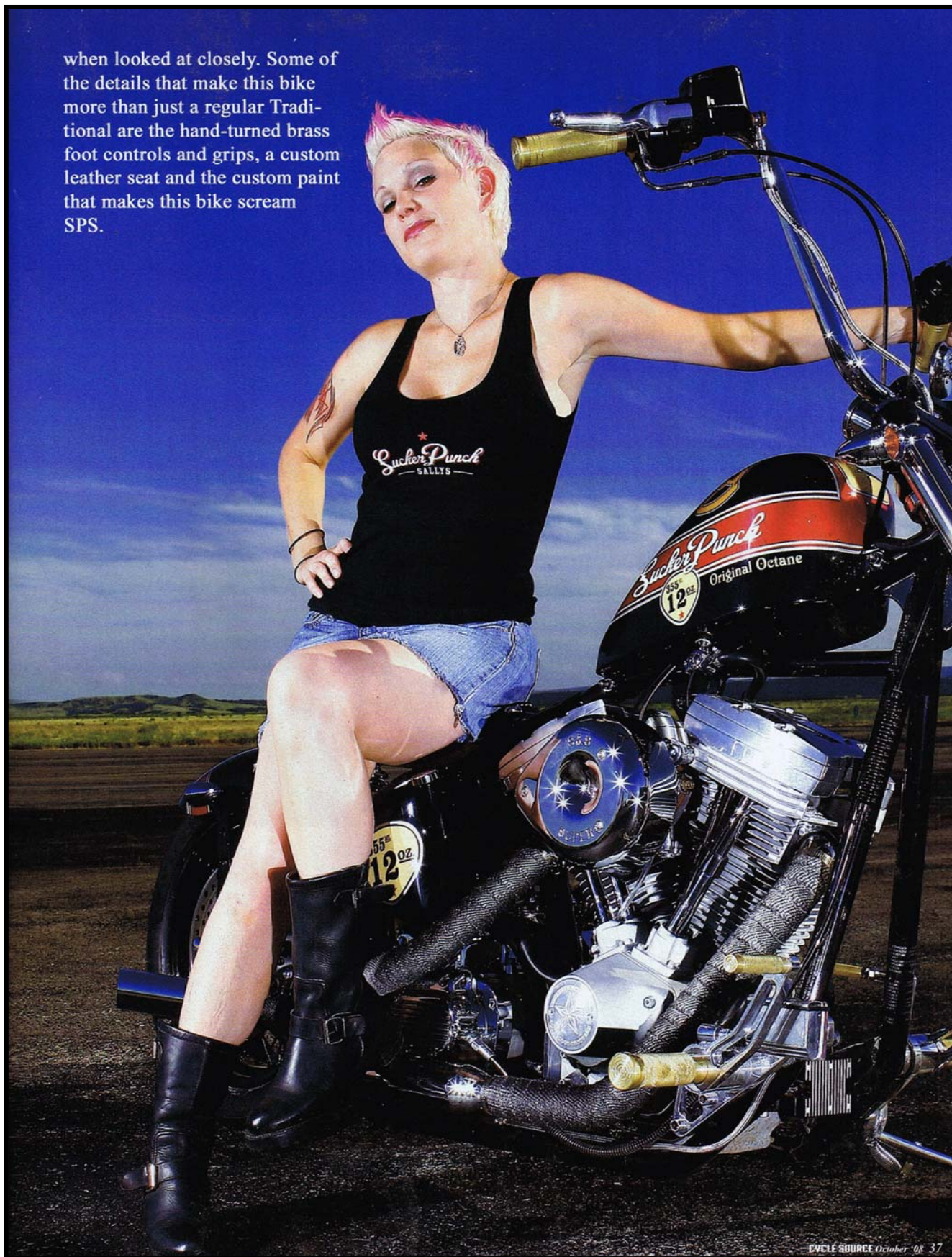
Arizona got his name pulled out of a Biltwell helmet live on stage just after the ZZ Top concert. He is a huge SPS fan and had ridden to Sturgis from Arizona. He entered the contest with the hopes of winning but,

the Sucker Punch Sally's Original Octane bike.

The bike is badged with Original Octane paint by Airex 5150 and is a variation of the favorite SPS Traditional with some one-off details that can be appreciated



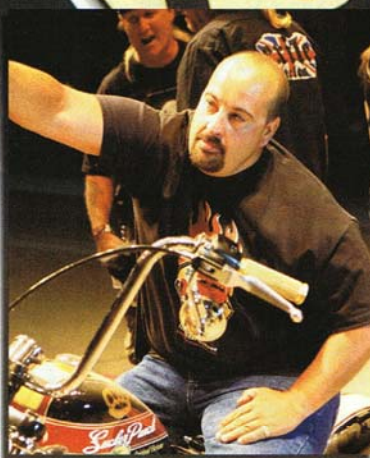
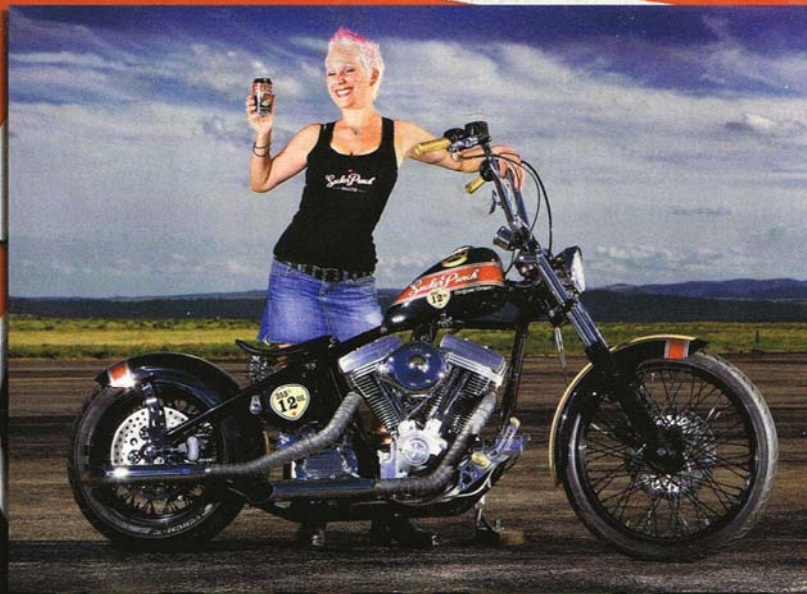
when looked at closely. Some of the details that make this bike more than just a regular Traditional are the hand-turned brass foot controls and grips, a custom leather seat and the custom paint that makes this bike scream SPS.



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This one night was the culmination of months of preparation for Sucker Punch Sally's. Original Octane is another Sucker Punch project where they felt like they could do it better. One day while looking at the recycling bin at the SPS shop in Scottsdale, Christian realized it was full of empty energy drinks and had one of his famous ideas. "I have tasted more energy drinks than anyone I know, and they all had one thing in common – none of them tasted good. I knew instantly what I wanted it to taste like, an orange creamsicle – like it was straight from the neighborhood ice cream truck." The taste was meant to keep to the old school roots of Sucker Punch, and according to the 20,000 + people who tried it at The Legendary Buffalo Chip, they loved it. They loved the taste and the punch it packed, as evidenced by the fact that when SPS was trying to pull out, people were trying to buy cases of the drink out of the back of the truck. People also started sending in e-mails immediately saying how great it was and wanting to know where they could get it. Initially Original Octane will be available in two test markets – Arizona and Florida. By early 2009 it should be widely available. You can always order it by e-mailing [pete@suckerpunchsallys.com](mailto:pete@suckerpunchsallys.com) or by logging on to [www.sps-beverage.com](http://www.sps-beverage.com)



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