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NEW ORLEANS—March 30, 2009—The Seminole Hard Rock Roadhouse announced it will be featured at the Easyriders V-Twin Bike Show to help kick off the first annual New Orleans Bike Week from May 6-10, 2009. In addition to showcasing some of the best bikes from the industry's biggest names, the Roadhouse will feature some new additions, including a collection of customized Hard Rock Fender guitars that were debuted during Daytona Bike Week.

## The Beach Cruiser



In honor of the long-standing relationship between motorcycles and rock-and-roll, the Hard Rock Fender guitars will be on display exclusively at the Hard Rock Roadhouse. Guitars were customized by some of the motorcycle industry's most recognizable talent including:

Ami James of Love Hate Choppers  
Athena "Chickie" Ransom of Vagabond Choppers  
Bill Dodge of Bling's Cycle  
Christian Clayton of Sucker Punch  
Sally's Dave Perewitz of Perewitz Cycle Fabrication  
Eddie Trotta of Thunder Cycle Design  
Keino Sasaki of Keino Cycles  
Pat Patterson of Led Sled Customs  
Paul Cox of Paul Cox Industries  
Paul Wideman of Bare Knuckle Choppers  
Russell Mitchell of Exile Cycles  
Steve Broyles of Stevenson's Cycle  
Taber Nash of Nash Motorcycles

Of course, the Roadhouse wouldn't be complete without custom motorcycles. Attendees will have the opportunity to see the latest works from some of the world's hottest custom bike builders. The photography exhibit will feature work from world-renowned motorcycle photographer Michael Lichter, Josh Kurpius and others. A traditional rock'n'roll Hard Rock Guitar Smash will kick off the New Orleans Bike Week on Thursday at the Morial Convention Center.



"We're excited to support and be part of New Orleans' first annual Bike Week," said Carrie Repp, producer of the Hard Rock Roadhouse and owner of R&R Promotions. "We're working with some of the best in the industry including New Orleans Harley-Davidson, Broken Spoke, BikeWeek.com and Easyriders Bike Show Tour to put New Orleans back on the map of the country's best motorcycle rallies."



The Seminole Hard Rock Roadhouse will be open daily during Bike Week. For more information on the Seminole Hard Rock Roadhouse and New Orleans Bike Week please visit [www.hrroadhouse.com](http://www.hrroadhouse.com), [www.easyriderevents.com](http://www.easyriderevents.com),

[www.bikeweekneworleans.com](http://www.bikeweekneworleans.com), [www.neworleansh-d.com](http://www.neworleansh-d.com) and [www.hurricaneh-d.com](http://www.hurricaneh-d.com)