



## NEWS

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### FOR IMMEDIATE RELEASE:

#### **STURGIS RALLY DEPARTMENT LAUNCHES NEW WEBSITE**

STURGIS, S.D. – Just in time to plan your trip to the 70<sup>th</sup> Annual Sturgis Motorcycle Rally the Sturgis Rally Department has announcing their website make-over is complete! Effective January 2010 the new and improved Sturgis Rally site, [www.sturgismotorcyclerrally.com](http://www.sturgismotorcyclerrally.com) went live and will focus on ease of use and an abundance of information, sharing any and all Rally info with an ever growing riding population who can't seem to get enough.

After listening to months of feedback it was clear people wanted a site that was more user friendly and more informative, and a little more interesting. The Rally is an exciting event and the people who attend are passionate about riding and about motorcycles. The new site needed to reflect that level of excitement and passion and Rally director Brenda Vasknetz believes that has been accomplished.

Vasknetz was quick to point out that the site is a work in progress. "We're still listening and getting input from our viewers. If something isn't working, we'll change it." Content will be added on a weekly, sometimes daily basis to include news items and event information.

If you are looking for a place to stay, need vendor information, want to check out the events and concert information or simply want to learn more about the Sturgis Rally, you can find what you need on the Sturgis Motorcycle Rally website [www.sturgismotorcyclerrally.com](http://www.sturgismotorcyclerrally.com). Check it out!

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