

FOR IMMEDIATE RELEASE:

**Sturgis 10 – The Official Publication Of The Sturgis
Motorcycle Rally Available On Newsstands**

Sturgis, South Dakota – June 9, 2010 – Sturgis 10 is the Official Publication of the Sturgis Motorcycle Rally and will be on newsstands across the country beginning on June 8th including Borders and Barnes and Noble.

The Sturgis Motorcycle Rally is recognized as the premier motorcycle event brand and gathering in the world and the official publication is filled with diverse editorial content and advertising. *Sturgis 10* is designed to be both entertaining and informative not just for riders attending the event, but for enthusiasts everywhere.

Sturgis Mayor Maury LaRue noted “we established the goal of evolving our magazine to newsstand quality and we are very pleased to have accomplished that objective. Mostly, we are simply thrilled to give Sturgis Motorcycle Rally fans and the motorcycle community a really great magazine.”

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