



## NEWS

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FOR IMMEDIATE RELEASE:

### LIMITED TICKETS AVAILABLE FOR 2010 STURGIS MAYOR'S RIDE

Time is running out and only a few tickets are available for the 8<sup>th</sup> Annual Sturgis Mayor's Ride, Monday, August 9<sup>th</sup>, during the 2010 Sturgis Motorcycle Rally.

You can join Sturgis Mayor, Maury LaRue, legislators, motorcycle enthusiasts, industry professionals, celebrities and legends on this fully escorted ride that will take you through some of the Black Hill's most spectacular scenery.

The ride will leave at 10:30 a.m. and will travel north, past **Bear Butte State Park** and **Orman Dam**, stopping in Belle Fourche to visit the **Center of the Nation landmark** for a photo opportunity, refreshments, and musical entertainment. You may take time to tour the wonderful exhibits at the **Tri-State Museum**. From Belle Fourche, the ride will continue through beautiful **Spearfish Canyon** to the famous gold **mining town of Lead**. We will then travel through **historic Deadwood** and down Boulder Canyon returning to Sturgis where you will enjoy a delicious luncheon with the Mayor and other special guests. Don't leave without picking up your Mayor's Ride Commemorative Gift Packet featuring a special edition Jack Daniel's Single Barrel.

Participants will receive a one-of-a-kind Mayor's Ride Souvenir Gift Pack including a limited edition decanter of Jack Daniel's Single Barrel wrapped with the Sturgis Mayor's Ride medallion, a limited edition 2010 Jack Daniel's Tour t-shirt, 2010 8th Annual Sturgis Mayor's Ride pin, 2010 Jackpine Gypsies Motorcycle Club pin, and other collectibles from our 2010 Sturgis Mayor's Ride Corporate Sponsors.

The cost for this incredible journey is only \$161.25 per rider (includes tax) with proceeds benefiting the small yet mighty Sturgis Volunteer Fire Department, Sturgis Police Reserves and new this year a donation to the National Fallen Firefighters Foundation. Last year, thanks to our

sponsors and the riders who participated, we were able to donate \$20,000 to the Sturgis Volunteer Fire Department and Sturgis Police Reserves.

Many past participants tell us this was the ride of a lifetime - but each year we are forced to turn riders away because the event is sold out. Don't miss this wonderful opportunity. Sign up today at [www.sturgismotorcycleralley.com](http://www.sturgismotorcycleralley.com) or by calling 605.720.0800.

The 8th Annual Mayor's Ride is supported by presenting sponsor, Jack Daniel's, with additional sponsorship support from Ford Motor Company - Built Ford Tough, Rosenbauer Firefighting Technology, Geico Motorcycle, Budweiser, Black Hills Power, Coca-Cola, South Dakota Pork Producers - Pork the Other White Meat and Knology of the Black Hills and AMA.

***The City of Sturgis and Jack Daniel's remind you to drink responsibly***

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