

# CITY OF RIDERS *Sturgis* MOTORCYCLE RALLY



## BRICK-PROJECT—DEADLINE IS MARCH 15, 2009

**THE STURGIS BRICK PROJECT ANNOUNCES PLACEMENT**  
at the Official Sturgis Motorcycle Rally Headquarters on Legendary Main Street.

- Only \$75 per brick
- Orders taken until March 15, 2009
- Bricks will be placed on Sturgis Main Street in June 2009

Sturgis was incorporated in 1888 and is known as the City of Riders. It has been influenced and shaped by American Indians, Pony Express riders, the United States Cavalry and most recently, the American Biker. For 68 years the Sturgis Motorcycle Rally has attracted riders to the Black Hills of South Dakota, which means Sturgis owes over half of its history to the Rally, a legacy we are incredibly proud of.

Motorcycle enthusiasts return to Sturgis year after year to make memories ~ to meet old friends and make new ones, marry, celebrate the life of a friend that has moved on, introduce a child to a pristine canyon road or celebrate the return of a son or daughter defending freedom in a distant land.

Now you can be a part of the legend of Sturgis, the City of Riders. Commemorate a special occasion, mark a date or moment in time, celebrate a birth, remember a passing or leave your personal message on an engraved brick or granite paver.

Bricks are given premier placement in downtown Sturgis on our famous Main Street. The cost to become a permanent part of motorcycle history is affordable and makes a great gift. Orders will be taken through March 15, 2009 for installation pre-2009 Rally.

**Please see reverse for  
information regarding ordering  
bricks and pavers.**

**For more information log on to:  
[www.SturgisMotorcycleRally.com](http://www.SturgisMotorcycleRally.com)**



