



**MEDIA INFORMATION PAGE
RALLY WEBSITE**

Saturday, August 6, 2011

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Sturgis, SD – As of noon today, the City of Sturgis has issued 658 temporary vendor licenses. This number is down approximately 7% from the same time last year.

The official start of the Rally is Monday but most vendors have arrived and are doing business. See hours of operation for the Motorcycle Expo, Rally Headquarters and the Photo Towers below. For a more comprehensive schedule of events, go to: www.sturgismotorcyclerally.com. Visit the Media page to review all our Rally related press releases.

Reminder – your Media Pass will give you access to the Photo Towers on Main Street as well as the Sturgis Motorcycle Museum and the Jackpine Gypsy races.

Starting on Sunday, the StarBoyz will be performing their stunt riding act at 4th and Lazelle at 1pm, 3pm & 5pm daily.

The statistics from the Police Department will be distributed daily starting tomorrow. On August 5, the Fire Department responded to 6 calls and the Ambulance responded to 11 calls.

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SPECIAL EVENTS SCHEDULE

**SUN, AUG. 7
 THROUGH
 THUR, AUG. 11
 AT 1PM
 3PM & 5PM
 DAILY**

Bringing
STUNTRIDING
 to the streets.



Kinship Road at Lazelle St. next to the Sturgis Motorcycle Rally Expo and Lot



Sure to entertain audiences of all ages!

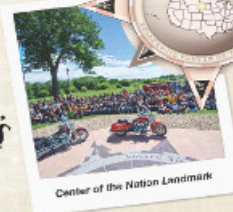
For more than 15 years, the StarBoyz have been international icons in the stunt riding industry. During the riding season, more than 400,000 enthusiasts come out to see their shows.

MON, AUG. 8

**9TH ANNUAL
 MAYOR'S RIDE**

Includes a one-of-a-kind Souvenir Gift Pack with a Jack Daniels Single Barrel signed Decanter.

register at SturgisMotorcycleRally.com



Ride with the Mayor to the Geographic Center of the Nation Landmark.



**TUE, AUG. 9
 AT 2PM**

INDUSTRY ROUNDTABLE

Insight into the industry from professionals.

MODERATOR CHRIS MCGEE

PANEL HOLGER MOHR, BERT BAKER
 GERALD FINEHART, JODY PEREWITZ
 GRADY PFEIFFER, ZACH NESS, BRIAN KLOCK

Kinship Road at Lazelle St. next to the Sturgis Motorcycle Rally Expo in the Sturgis Motorcycle Rally Activity Center



Your chance to hear from and participate in a Q & A session with some of the greatest minds in custom motorcycle building.

**THUR, AUG. 11
 AT 3:30PM**

**LOUD AMERICAN BURNOUTS - FIRST ANNUAL
 HAMSTERS USA INVITATIONAL BURNOUTS**

**\$1,000
 IN PRIZE MONEY**



Kinship Road at Lazelle St. next to the Sturgis Motorcycle Rally Expo and Lot

Watch as a select group of Hamsters do their best to earn prize money provided by the Loud American Roadhouse. The winner will be decided by audience applause!



Emceed by Dave Perewitz

CITY OF STURGIS EVENTS:

DATE	TIME	EVENT	LOCATION
Saturday, Aug. 6 – Saturday, Aug. 13	9am – 6pm Daily	Garage Shop Fabricators	M/C Expo Lot Activity Center
Sunday, Aug. 7 – Thursday, Aug. 11	1pm, 3pm, 5pm Daily	StarBoyz Stunt Riders	M/C Expo on 4th & Lazelle
Monday, Aug. 8	10:30am	Sturgis Mayor's Ride	M/C Expo on 4th & Lazelle
Tuesday, Aug. 9	2pm	Dakota Thunder Ride Arrives	M/C Expo on 4th & Lazelle
Tuesday, Aug. 9	2pm	Industry Roundtable	M/C Expo Lot Activity Center
Tuesday, Aug. 9	New Time 11:45am	Military Appreciation Day/ B-1 Bomber Flyover	Legendary Sturgis Main Street
Tuesday, Aug. 9	4pm	State-of-the-Rally Media Conference	M/C Expo Lot Activity Center
Thursday, Aug. 11	3:30pm	Loud American Burnouts	M/C Expo on 4th & Lazelle

RALLY ATTRACTIONS:

DATE	TIME	ATTRACTION	LOCATION
Thursday, Aug. 4 - Saturday, Aug. 13	9am – 9pm	Rally Headquarters	Main Street & Junction
Friday, Aug. 5 – Saturday, Aug. 13	9am – 10pm	900 Block Party	900 Main Street
Friday, Aug. 5 – Saturday, Aug. 13	9am – 10pm	Sturgis Liquor Lot	1st Street & Lazelle
Saturday, Aug. 6 – Saturday, Aug. 13	9am – 6pm	M/C Expo Complex	4th & Lazelle
Saturday, Aug. 6 – Saturday, Aug. 13	9am – 9pm	Main Street Photo Towers	Main Street

CITY FAIRGROUNDS:

DATE	TIME	ATTRACTION	LOCATION
Tuesday, Aug. 9	5pm – 8pm	1st Annual Bikers & Bulls Freestyle Bullfights	Sturgis Fairgrounds/Ballpark Road
Wednesday, Aug. 10	12pm	Historic Half-Mile Races	Sturgis Fairgrounds/Ballpark Road

For More information contact us at 720-0800 or visit sturgismotorcyclerally.com All events subject to change.

