



NEWS

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FOR IMMEDIATE RELEASE:

MAYOR'S RIDE DONATES \$11,000 TO STURGIS FIRE DEPARTMENT, \$3,000 TO STURGIS POLICE DEPARTMENT RESERVES AND \$1,000 TO NATIONAL FALLEN FIREFIGHTERS FOUNDATION

STURGIS, S.D. – The City of Sturgis Rally Department is pleased to announce that the 9th Annual Sturgis Mayor's Ride held Monday, August 8th, during the 2011 Sturgis Motorcycle Rally, raised \$11,000 for the Sturgis Volunteer Fire Department, \$3,000 for the Sturgis Police Department Reserves and \$1,000 for the National Fallen Firefighters Foundation.

The Mayor's Ride was created to be a funding source for the Sturgis Fire Department, a volunteer organization that plays a vital role in the Rally by not only keeping fire emergencies under control but also responding to accident scenes and other medical emergencies. This year Mayor Mark Carstensen chose to also fund two other organizations, the Sturgis Police Reserves and the National Fallen Firefighters Foundation.

2011 Mayor's Ride participants were joined by Jack Daniel's Representatives, Governor Dennis Daugaard and his wife Linda, South Dakota Office of Tourism Director, Jim Hagen, numerous state legislators', Sturgis Mayor Mark Carstensen, and local city council members on an escorted ride through some of the Black Hill's most spectacular scenery on two lane roads. The ride included scenic Bear Butte State Park, stopping in Belle Fourche to visit the Center of the Nation landmark and then continued through beautiful Spearfish Canyon to the famous gold mining town of Lead. The group then traveled through historic Deadwood and down Boulder Canyon returning to Sturgis to enjoy a delicious luncheon with the Mayor and his special guests.

"The Sturgis Volunteer Fire Department would like to again thank the Mayor and the Mayor's Ride sponsors and participants for their continued support," said Fire Chief Ron Koan. "The funds generated annually from the Mayor's Ride allows the Sturgis Volunteer Fire Department

to purchase equipment and provide volunteer firefighting services, which otherwise would be funded by taxpayer dollars. “

“This is just another way that the Sturgis Motorcycle Rally benefits the community,” stated Mayor Carstensen. “We ask a great deal of our volunteer firefighters year round, but especially during the Rally and the weeks leading up to it. With the help of our sponsors and the generosity of the people, who participated in the Mayor’s Ride this year, we were able to once again give the fire department and other organizations additional funding needed.”

The 9th Annual Mayor’s Ride was supported by presenting sponsor Jack Daniel’s, with additional sponsorship support from Ford Motor Company – Built Ford Tough, Geico, Black Hills Power Corporation, Budweiser, Coca-Cola, South Dakota Pork Producers – Pork the Other White Meat, Rosenbauer Firefighting Technology, AMA, Knology and Medtec.

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