



FOR IMMEDIATE RELEASE:

City of Sturgis Announces 2011 Sturgis Motorcycle Rally Media Conference

Sturgis, South Dakota – August 5, 2011 – The City of Sturgis will host a Sturgis Motorcycle Rally Media Conference on Tuesday, August 9th, 2011 at 4:00 PM. The conference will be presented on the Garage Shop Fabricator Showcase seminar stage located on the Sturgis Community Center/Sturgis Motorcycle Rally Expo Lot at 1401 Lazelle Street in Sturgis.

The City of Sturgis has planned a press conference that will address all aspects of the Sturgis Motorcycle Rally and has invited guest speakers from all areas of expertise related to the Sturgis Motorcycle Rally and the motorcycle industry.

Those speaking or available for a question and answer session after the press conference are as follows:

Mark Carstensen, Mayor of Sturgis
Steve Piehl, Director of Consumer Events Marketing for Harley-Davidson
Rod Woodruff, CEO of The Buffalo Chip
Holger Mohr, CEO of Custom Chrome
Jim Hagen, Secretary of Tourism, State of South Dakota

The media will have the opportunity to learn about the state of the 71st Sturgis Motorcycle Rally from perspectives regarding event operations, entertainment, attendance, and sales.

Contact:
John Detrick
john@motoringusa.com
240 Hickory Road
Carlisle, PA 17015
717-249-1153

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