



THE EXHIBIT

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The Exhibit

Monthly News from the
Sturgis Motorcycle Museum
&
Hall of Fame

The Dust has settled

The 71st Annual Sturgis Motorcycle Rally Recap

Legends Riders Contributions Benefit Museum & Special Olympics



The legends ride was a sell-out again with about 300 participating. The event started with a reception and photo opportunity at the Silverado/Franklin in Deadwood. Riders took off for the 50 mile ride at 3 p.m. It was a beautiful ride despite having a bit of rain (and even a little hail) in the canyons along the way. The reception at the Buffalo Chip included a live auction – featuring among many other items, a motorcycle built by students at Western Dakota Technical Institute under the leadership of Michael Prugh. The proceeds (to the tune of \$53,850) will benefit the museum’s building fund and will help to purchase a bus for Special Olympics of the Black Hills so the athletes can have transportation to practices and events. Many thanks to the organizers and participants for a great turnout and great support!

First Annual Biker Belles Ride a Huge Success

Wednesday, August 10, 2011 was the First Annual Biker Belles Ride. The turn out was phenomenal and the enthusiasm was electrifying during the 71st Annual Sturgis Rally. The organization raised funds for charity—some of which will be used by the museum to add exhibits commemorating the women motorcycle enthusiasts that have impacted the sport over the years. There was an excellent fashion show and overall it was a great event. The entire staff of the Sturgis Museum thanks everyone for the support and hope to see an even bigger crowd at the Second Annual Biker Belles Ride in 2012.



Eight Heads Shaved to the WOOD!

Well, no one can claim that the Kids and Chrome event doesn’t draw a very neat and clean shaven crowd.....at least when the left!

Everyone had a lot of fun and laughs while raising funds for various charities during the 71st Rally at the Buffalo Chip.

A sincere thanks to the BIC company for a VERY generous donation of \$15,000 through it’s “pop-up barber shop.”



Sponsored by BIC 4 Good



BIKERNET.COM MUSEUM FEATURE OF THE MONTH

Raffles galore at the museum for the 71st Sturgis Rally

Follow the link to view the entire story as told by Christine Paige Diers and published by Bikernet.com

http://www.bikernet.com/pages/story_detail.aspx?id=10100



Hall of Fame Breakfast and Induction Ceremony

If you have never attended this event, you are missing the chance to experience history first hand. The breakfast was great, the dignitaries in attendance were numerous, and the feel of witnessing legends of the industry live and in person is something beyond description.

We would like to congratulate all 2011 Hall of Fame Inductees.

Without you, the sport would never have the legacy and the future....for that we thank you all from the bottom of our hearts!



World's Finest Products For Harley-Davidsons

Museum Day at the Buffalo Chip THANK YOU "GOODTIME" CHARLIE

The name fits....."Goodtime" Charlie Brechtel. Here is a guy that is nothing but a good time!

The Charlie Brechtel Band and bikersinnercircle.com, along with the legendary Dan Lawson Band, and Edgar Winter headlining made for an unbelievably fun event. Just a bunch of good people gathering for a great cause. If you missed it, you blew it!!

This started with Charlie deciding to help the museum by having a custom bike built by Danny Ray's Precision Cycles in Modesto, Cal. and raffling it off with ALL proceeds to go to the Sturgis Motorcycle Museum and Hall of Fame. Tickets can be purchased at www.sturgismuseum.com for the next year. The bike will be given away at the 2nd Annual Museum Day at the chip in 2012. SO, PLEASE....buy a ticket and support the museum...one ticket for \$10 or three for \$20...who knows, you might go home with a killer custom bike.

It was a great night of entertainment, prizes, and fun. We would like to thank Woody and his staff at the Buffalo Chip for the opportunity to hold this great event at this great venue.

Thank You From The Staff!

All of us at the Sturgis Motorcycle Museum and Hall of Fame would like to thank everyone that stopped by to see us, attended our events helping support our continued efforts to commemorate, preserve, and interpret the people and companies that have impacted our great sport.



Check out our pal Maverick as he speaks out on the Cycle Matters Monthly Ride-Up Follow the link below for all the latest from our great sponsor: <http://forums.cyclematters.com/CampaignProcess.aspx?>



The Custom Chrome Rally Location was movin' and groovin' from day one until the last truck was packed and rolled onto the highway back to Morgan Hill, Ca.

Tons of product was sold and installed by CCI dealers on the lot, creating many smiling faces as the customers rolled out with cool pipes, handlebars, and a host of accessories like ONLY Custom Chrome can provide the motorcycling public!

Chrome might not get you home, but tell that to the hundreds of people stylin' and profilin' after their visit to see Holger and company.