



THE EXHIBIT

P.O. BOX 602 | STURGIS, SD 57785 | 605.347.2001



The Exhibit
Monthly News from the
Sturgis Motorcycle Museum
&
Hall of Fame

The Countdown Begins

The 71st Annual Sturgis Motorcycle Rally is upon us!

First Annual Biker Belles Ride to Benefit Sturgis Motorcycle Museum

Wednesday, August 10, 2011 during the 71st Annual Sturgis Rally, The [Legendary Buffalo Chip](#) will recognize the passion, diversity and spirit of women in motorcycling during the 71st annual Sturgis Rally. For the details, follow the link:

<http://www.sturgismuseum.com/news/read-more-news/first-annual-biker-belles-ride-to-benefit-sturgis-motorcycle-museum>



DON'T FORGET TO VISIT US AT THE MUSEUM

999 MAIN STREET, DOWNTOWN STURGIS

FULLY STOCKED GIFT SHOP / FUN / HISTORY

A GLIMPSE INTO THE PAST



DATE: Sunday, August 7, 2011

TIME: 6:00 - 8:00pm

LOCATION: The Legendary Buffalo Chip Garden at the Event Center (132nd Ave East Gate)

TICKET PRICE: FREE if you RSVP by August 5th to reservations@kidsandchrome.com. \$20 at the door You can join us in supporting great charities – the Sturgis Motorcycle Museum & Hall of Fame (that's the Chrome) and variety of children's charities in the Black Hills area (that's the Kids) at the Garden (outside the Lichter Museum) at the Legendary Buffalo Chip Campground. Easy parking will be available.



Sponsored by BIC 4 Good



BIKERNET.COM MUSEUM FEATURE OF THE MONTH

In History: John Reed Traded to Another Team - Two Museums Trade Motorcycles

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=10026



Tickets on Sale for Hall of Fame Breakfast and Induction Ceremony

If you are going to the Sturgis Motorcycle Rally this year and would like to live and feel the history of this great sport, then don't miss this event.

Wednesday August 10, 2011 at 9 a.m. at the Rushmore Plaza Civic Center in Rapid City. \$35 per person or table of 8 for \$300

Further details on the event can be found at www.sturgismuseum.com



World's Finest Products For Harley-Davidsons

Museum Day at the Buffalo Chip Friday August 5, 2011

The charge lead by the legendary "Goodtime" Charlie Brechtel of The Charlie Brechtel Band and bikersinnercircle.com, this will prove to be a must see event every year at the rally. The host, Woody and the Buffalo Chip staff have an all star line up planned with The Charlie Brechtel Band, The Dan Lawson Band, and Edgar Winter headlining this great night of entertainment.

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. Then the creative juices flowed into what will be a great night of entertainment, prizes, and fun. For details on the bike build go to: <http://www.bikersinnercircle.com/sturgis-motorcycle-bike-build.html>



The Legends Ride,

Monday August 8, 2011

For the entire story on this great event and how to get YOUR ticket, follow the link below:

<http://www.legendssride.com/Home.aspx>



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?>



Custom Chrome Rally Location: Corner of 3rd and Lazelle St.

Dates and Hours: Saturday August 6th – Saturday August 13th; 9:00am – 8:00pm

Products on Display:

RevTech, Santee, Motorfactory, Medallion Gagues, Legend Air, National Cycle, Cycle Visions, the all new Lucky F*cker Kit, Paul Yaffe design bagger tank and much more.

Custom Chrome will also have their exclusive installation area along with RevTech Oil change center.