

CHARITY

Bikers Rally for a Reason:

Lehman Conversion Harley-Davidson FLH Trike and Harley-Davidson Fat Boy Customized by Roland Sands Design to Headline 2009 Kids & Chrome Auction



RAPID CITY, SD—Everyone loves a party. And this year, as Kids & Chrome marks its fifth anniversary, there will again be cause to celebrate.

Kids & Chrome, a one-of-a-kind benefit dinner and auction, began in 2005 at the Sturgis Motorcycle Rally. The event has a tradition of attracting a special breed of motorcycle enthusiasts and industry legends from around the globe to "Rally for a Reason" in the name of kids (the Children's Home Society) and chrome (The Sturgis Motorcycle Museum & Hall of Fame).

In the past four years, Kids & Chrome has donated well in excess of a half million dollars to positively impact the lives of special needs children and preserve the history of motorcycling, both of which are causes near and dear to the hearts of the global motorcycle community.

"Even during these past few years of challenging economic times, the motorcycle community has shown up to support charity events across the country, and they've shown up by the hundreds each August in support of Kids & Chrome," said Ronda Gusinsky, Kids & Chrome's executive director. "We are pleased to again have opportunity to invite them to join us in support of this year's fifth anniversary Kids & Chrome," she continued.



As customary, in addition to its eclectic mix of food, fun and fellowship, this year's Kids & Chrome live auction will feature unique custom products of its proud industry heritage, including a 2009 Lehman Conversion Harley-Davidson FLH Trike, donated by Lehman Trikes and Black Hills Harley-Davidson, and a 2009 Harley-Davidson Fat Boy, donated by Jim and Monica Burgess and customized by Roland Sands Design (RSD).

"We at Lehman Trikes are extremely honored to be a part of this wonderful event and the benefit it brings to the Children's Home Society and the Sturgis Motorcycle Museum & Hall of Fame," said Ken Hines, executive vice president of Lehman Trikes.

Roland Sands, of Roland Sands Design, shared Hines' sentiments, "It's great to work with the folks at Kids & Chrome. I've been to the

events for quite some time and it's a classy group of people." Sands added that he feels it is an honor to be chosen to build a bike for this event. "I will do everything I can to help out the cause of Kids & Chrome," Sands continued. "I'll see you at the event, and don't forget your checkbook because you are going to want this bike."

"Black Hills Harley-Davidson and my wife Monica and I are proud to be contributors to Kids & Chrome," states Jim Burgess, one of Black Hills Harley-Davidson's partners and board president of Kids & Chrome Foundation, Inc. "This is an event that we became vested in at its inception five years ago because we believe in giving back to our Black Hills communities and to the folks that have supported our dealership for so many years. We are very grateful to Lehman and Roland Sands for believing in our cause and their generous support of this event," Burgess continued.

This year's Kids & Chrome is slated for Wednesday, August 5, 2009, at the Spearfish Holiday Inn and Convention Center, Spearfish, SD. It begins with a 5:30 p.m. social and silent auction followed by an exclusive gala dining experience and live auction finale.

Tickets are now on sale at www.KidsandChrome.com. For more information on Kids & Chrome, e-mail Ronda@KidsandChrome.com or phone (605) 716-9190.

Kids & Chrome Foundation, Inc. is a Black Hills 501(c)(3) non-profit corporation.



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