



FOR IMMEDIATE RELEASE
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Sturgis SD – Sturgis Announces 3rd Annual Sturgis Boz Bros Benefit Ride August 10, 2016.

AMA National Champions and former World Superbike competitors Ben and Eric Bostrom will host the 3rd Annual Boz Bros Ride on August 10, during the 76th Annual Sturgis® Motorcycle Rally™. Proceeds from the 2016 ride will be donated to the Sturgis Parks and Recreation Trail System.

Riders, including celebrity guests, will begin the VIP experience 8:30 a.m. at the famous Sturgis Dragway where each participant will have the opportunity to take a run down the dragstrip and light ‘em up before heading off on a spirited, 50 mile ride through the Black Hills. The ride will finish with lunch in Sturgis and a group photo. Additionally, each participant will receive a Boz Bros swag bag filled with unique gifts.

To view video footage of the 2015 ride go to the *Sturgis City of Riders Boz Brothers Ride* on Facebook. To register for the 2016 ride, visit www.SturgisSuperStore.com.

- Cost \$150 Per Rider +Tax Limited number available
- Proceeds benefit the Sturgis Parks and Recreation Trail System
- After ride lunch hosted in Sturgis
- Participants must be at least 21 years of age
- Participants will receive a one of kind Boz Bros Ride swag bag

For additional information, contact the Sturgis Rally and Events Department at the number listed below.