



## NEWS

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FOR IMMEDIATE RELEASE:

### **Kids & Chrome 2008 Raises \$120,000 for Children's Home Society and Sturgis Motorcycle Museum**

RAPID CITY, SD – While we all know there is something about kids that opens people's hearts, the combination of "Kids" and "Chrome" brought folks to not only open their hearts, but their pocketbooks as well. Kids and Chrome Foundation announced this week that its 4<sup>th</sup> Annual Kids & Chrome benefit dinner and auction event, held during the Sturgis Motorcycle Rally, raised \$120,000 in support of two vital Black Hills non-profit organizations: Children's Home Society, the "Kids" in the foundation's moniker, and the Sturgis Motorcycle Museum & Hall of Fame, the "Chrome."

"The Dakota," a one-off custom bagger, created for Kids & Chrome by Tom Binyon, of BaggerWorks Custom Touring Motorcycles in Wichita, Kansas, was the featured auction item at this year's event, bringing \$40,000. The 2008 "Pit Boss," donated by Lehman Trikes of Spearfish, South Dakota, also topped the list of auction donations, raising \$22,000. Additionally, the 2008 Legends Ride®, a celebrity-charity event produced by the Legendary Buffalo Chip to support the mission of Kids & Chrome, raised \$38,000 for the foundation, according to Rod Woodruff, Buffalo Chip President and CEO.

"Kids & Chrome provides a very unique, one-of-a-kind platform that unites the eclectic world-wide community of motorcycle enthusiasts, who join us each year during the annual Sturgis Motorcycle Rally, for a very philanthropic and genuinely worthwhile cause," said Jim Burgess, President of the Kids & Chrome Foundation, promoter of Kids & Chrome. "It's just a remarkable event," Burgess continued, "that gives us a chance to welcome folks around the globe and publicly thank all of our friends in the industry who come together each August in support of Kids & Chrome, Children's Home Society and the Sturgis Motorcycle Museum."

Funding provided by Kids & Chrome supports the therapeutic programming of the Children's Home Society, a home and school for children with emotional and behavioral issues, many of whom are victims of severe abuse and neglect.

“This event is always a wonderful demonstration of the generosity and compassion so many Rally-goers have at heart,” said South Dakota Lieutenant Governor Dennis Daugaard, who personally welcomed the event’s attendees at the August 6<sup>th</sup> benefit. “This year, the dinner and live auction were especially uplifting. From the video presentation to the testimonials, everyone’s spirits were raised. The next day, the Legends Ride<sup>®</sup>, hosted by the Legendary Buffalo Chip Campground to benefit Kids & Chrome, added another dimension to the giving.” Affiliated with Children’s Home Society for more than 18 years, Daugaard is particularly familiar with the community’s outstanding commitment to the “Kids” of Kids and Chrome.

Kids & Chrome’s funding also supports the Sturgis Motorcycle Museum & Hall of Fame in its mission to preserve the history of motorcycling.

“The dollars raised through the Kids & Chrome Foundation allow the Sturgis Motorcycle Museum & Hall of Fame to continue to bring the history of motorcycling alive for its visitors,” said Christine Paige Diers, Executive Director of the Sturgis Motorcycle Museum & Hall of Fame. “It is our hope to be able to expand the museum in the next few years using proceeds from the Kids & Chrome events. Without this support, plans for expansion would still be only a distant dream.”

The 2008 Kids & Chrome event was supported by the generosity of the motorcycle community as well as local and national event sponsors like Budweiser, the Kids & Chrome title sponsor. Sharing the spotlight were the event’s premiere sponsors: Black Hills Harley-Davidson, the Legendary Buffalo Chip, Performance Machine, GEICO PowerSports, Black Hills Surgery Center, BaggerWorks, Lehman Trikes, Scott Peterson Motors, Childress Vineyards, State Publishing & Printing, Sturgis Bike Week, Gustafson Builders and KEVN FOX 7.

Next year’s Kids & Chrome benefit dinner and auction is slated for Wednesday, August 5, 2009. For more information and event updates, visit, [www.kidsandchrome.com](http://www.kidsandchrome.com), or contact Ronda Gusinsky, Executive Director, Kids & Chrome Foundation, at 605/716-9190.

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

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