

Arizona Bike Week 2017

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Arizona Bike Week turned 21 this year, with events taking place from April 5-9, 2017.

Concerts included Bret Michaels, Creedence Clearwater Revisited, Korn, & Alice Cooper with Co-op; with a good mix of local talent added to the headliners. Music on the RockYard and Handlebar Saloon stages, vendors, rider exhibitions, flat track racing, an auction, and *more*, gave attendees plenty of things to do.

Thank you to Lisa Cyr, of AZ Bike Week, for her help in sharing this story with you.

Saturday's weather offered mid 70's in the morning with light cloud cover keeping things comfortably cool for walking around at WestWorld as the day progressed.

The HD of Scottsdale Motorcycle Drill Team put on an impressive performance in the Bike Arena. A dozen riders were all in continuous motion on full-size HD touring bikes.

The Bike Show was actually 3-in-1... Three different competitions going on at once... Baddest Bagger, Ms AZ Bike Week – for women-only, and a general entry BadAZ Bike Show. There were lots of good looking rides in the mix! While we may not always agree on the designs, we definitely admire the imagination, artwork & talent of the owners, creators, & builders.

This was the 6th year for the Busted Knuckles Stunt Show {<http://harley-stunts.com>} to be here performing. King Tony always puts on a good show ~ blending balance, agility & showmanship. He & his team have some amazing tricks. And each year they do what they can to one-up themselves!

The FMX Freestyle Motocross riders were awesome to watch... but the indoor setting was difficult to photograph. Leave it to say that next year you DEFINITELY want to check them out!

The Flat Track Racing in the HellRacers Dome was a three-day event, with 16 classes running. Saturday was the biggest day, with 105 racers. For those who were hesitant to attend this indoor venue, we learned from Lisa that “The first day of racing last year we had some trouble with ventilation until we figured out which doors/windows needed to be opened. I was in there a few times this year and there didn't seem to be any noticeable fumes.”

Camping has become a big thing during ABW ~ with a ‘Best Campsite Contest’ being sponsored by Law Tigers. Other activities included factory demo rides, TEAM AZ Safe Riding demos, a motorcycle auction, and of course.... The Vendors ☺

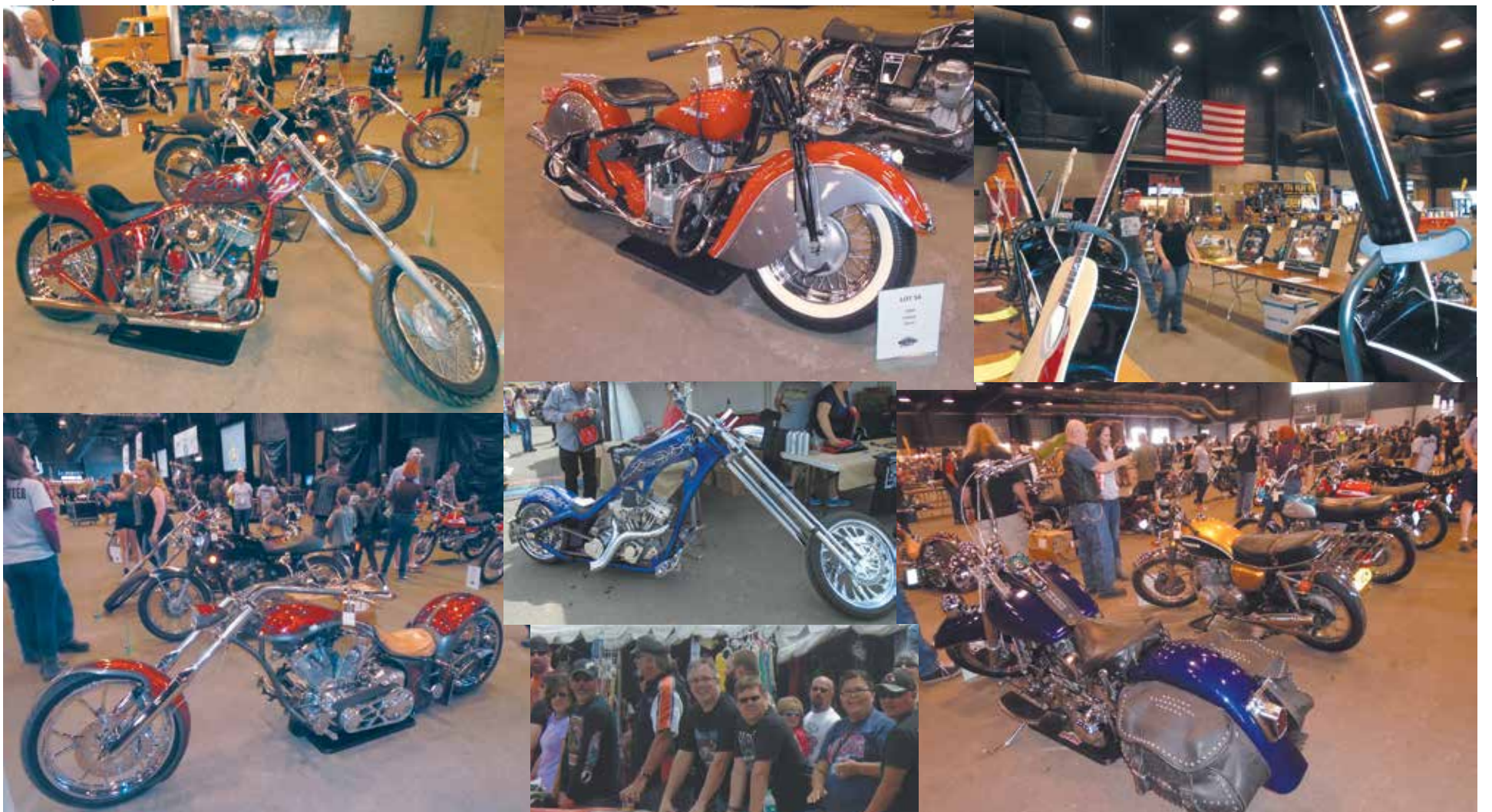
201 unique vendors were all set up in the upper parking lot, offering a wide array of items & services.

There was a lot of the to-be-expected stuff ~ leather goods, apparel, head & eye covers, jewelry, helmets, lawyers, insurance, tattoo, pinstriping, & such. Plus some higher-end items like sound systems & custom leather apparel. Among the more unique offerings were virtual reality headsets and the gals were enjoying demos of at-home fingernail fashion designs.

Here are some details about some of the AZ Bike Week rides that visitors have come to expect and enjoy...

The *T-Bar Trail Ride* took place on Thursday April 6. This ride benefits breast cancer charities. After signing in at WestWorld Scottsdale the route took riders on a tour of select gentlemen's clubs around the Valley before returning to WestWorld to enjoy all that AZ Bike Week has to offer, including the CCR concert. 547 participated in this year's ride, generating a \$12,471 donation to the Bikers for Boobies organization.

Friday's *Dry Heat Run*, hosted by the Hamsters custom motorcycle group, starts at Paul Yaffe's Bagger Nation in Phoenix. Proceeds of this event benefit Lifescape Children's Care Hospital. This is the primary charity of the Hamsters organization. A scenic ride, including lunch at the Roadrunner in New River, ended at WestWorld where Korn was the night's



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headline concert. The Hamsters Charity Group reported that \$21,000 was raised by this event.

Friday was also the day for the *Saddle Up For Kids Ride*, which you'll read about on another page.

The *Hand in Hand Ride* to benefit Phoenix Children's Hospital took place on Saturday April 8th. 724 riders gathered at PCH on Thomas Rd in Phoenix. Breakfast onsite is part of the entry fee. Plus riders have the opportunity to interact with some of the young patients they are riding for before rolling out toward WestWorld. The night's entertainment includes the Co-op Concert with Alice Cooper in the RockYard. \$20,000 to Phoenix Children's Hospital was raised from this Hand In Hand Ride.

Arizona Bike Week made about \$35k in donations to the various charity rides in tickets and other contributions. In addition to the above events and others you'll read about in these pages, AZ Bike Week Charities {<http://abwecg.org>} participates in & receives donations from activities during ABW such as the silent and live auctions that took place. Arizona Bike Week makes donations to the organization's fund for use in the community services projects they work on throughout the year. This year they received over \$17k from the event.

Lisa shared that overall attendance was around

90k. While this is a drop of about 5%, Lisa noted that such a change is not unexpected following an anniversary year. Based on zip codes derived from ticket sales, about 59% were from out of state ~ including quite a few from various countries in Europe. Cool. Lisa clarified, "While we of course sincerely appreciate all those who travel great distances to attend our event, we still consider our local biker community to be the heart and soul of Arizona Bike Week. They are the building blocks from which this rally was built." In addition to AZ, we observed plates from CA, CO, IN, MO, NM, NV, OR, TX, WA, & WI.

Lisa and the AZ Bike Week team send along thanks to, "As always all of our sponsors, vendors, suppliers and most of all, our loyal attendees are what make this event possible. We continue to use the event growth to provide a bigger and better rally each year, with more attractions and elements. This year I'd like to also thank our social media followers who so faithfully share our posts. This provides tremendous assistance to us in getting the word out." Lisa continued, "FX Promotions is a small but mighty team that works year around to produce the biggest motorcycle party of the year. Our business model is unique in that we offer an all-inclusive ticket price.

We don't have different levels of passes where you pay more for concerts or VIP areas. We believe that everyone who attends should get to see everything and in doing so are able to keep prices lower overall. Those who frequent other rallies realize that ABW offers a tremendous bang for your buck. We pack as much entertainment value into our event as possible each year. We love what we do and look forward to continuing to serve our riding community."

A great piece of news that Lisa was able to share about this AZ Bike Week came from a visit with a friend whose wife is an ER trauma nurse. "She told him to make sure he thanked me for whatever we had done to promote rider safety this year. She had rotated between two hospitals during ABW and said she had seen the fewest number of motorcycle related injuries ever. The safety of our attendees is of paramount concern to us. This was great news!" Yes ~ Outstanding!

Before you know it, it'll be time to start planning your trip to AZ Bike Week #22... taking place Wed-Sun April 11-15, 2018. Watch their website <http://azbikeweek.com/> for all the information you'll need.

We hope to see ya there!

Bruce & Betsy

