

Press Release
July 30, 2021

Join the inaugural Sturgis Rally Wrap Party

Saying goodbye is always tough - might as well make it a party!

Buffalo Chip, SD: Unbelievably in 81 years there has never been an official Sturgis Rally Wrap Party. In 2021 that changes as Why We Ride, MOTOvational.org and the Legendary Sturgis Buffalo Chip host the VIP Sturgis Rally Wrap Party benefitting Treasured Lives. The limited seat event is a way to say, “until we meet again” and is aimed at motorcycle industry VIPs, brand leaders and all those who cannot imagine life without two wheels. The event is slated for Friday, August 13th at 6:00 pm. Registration is available at www.SturgisRallyWrapParty.com.

The Sturgis Wrap Party hits the Buffalo Chip with a Luau theme aimed to create a relaxing environment before the inevitable tear-down, pack-up and roll-out routine of the last weekend of the rally. The event will feature a cocktail hour that kickstarts the program in the Buffalo Chip Event Center where you will be surrounded by custom motorcycles as you enjoy a sit-down tropical island feast with delectable entrees and hand-selected side dishes. The night continues with a raffle, live auctions and special guest speakers with 100% of the proceeds going to the Treasured Lives charity organization. The event is limited to only 250 guests with each receiving a custom Sturgis Rally Wrap Party luau shirt to commemorate this exciting first event.

“Since we made the ‘Why We Ride’ film, and my first visits to the Sturgis Rally, I have wanted to host a Hollywood style Red Carpet celebration to wrap up the event. Our inaugural event already has some great support, and we are counting on the motorcycle industry to join us in the wrap party and luau.” says Bryan Carroll, producer of the event and founder of MOTOvational.org. “Rod Woodruff and I started planning this on a ride up the California coast in 2019. It would have been impossible without his partnership at the Sturgis Buffalo Chip and

our great supporters. Better still, it's a continuation of the charity work we have already done for childhood cancer research.”

The Sturgis Rally Wrap Party by MOTOvational.org and the Buffalo Chip are joining together to build the first crisis house, Treasured House, in South Dakota for survivors of sex trafficking and CSE. As there are no other temporary shelters dedicated to victims of sex trafficking in the state and surrounding area, victims are forced into Domestic Violence shelters which are not equipped to deal with the complex trauma found in sex trafficking. In fact, DV shelters often have “recruiters” strategically placed to prey on the victims further. Without a safe place to stay, victims are at high risk for returning to their traffickers. It is critical for the well-being of victims of sex trafficking and CSE to work with those who have come out of similar experiences. Often, victims have never met another survivor who has exited that life. The shared understanding of each other's experiences is critical to the healing process.

The objectives for the Treasured House are 1) To provide a place of safety and hope, thus alleviating the need to return to victimization. 2) To assess strategic placement of victims to receive the best possible long-term care. 3) To begin the healing process. 4) To assist in understanding the factors that put some individuals at higher risk than others.

The Sturgis Wrap Party will feature images from the Michael Lichter collection, with a donation of a signed book and prints as part of the auction. Los Angeles based artists are painting custom skateboard decks, with additional items such a two limited-edition “Why We Ride” Strider Balance Bikes, motorcycle helmets and apparel for the charity auction. Also on hand will be author Kelly Paterson of Treasured Lives who will be selling autographed copies of her book *“From Trafficked to Treasured”*

Your ticket cost and amounts paid for all raffle and auction items will be considered a tax-deductible charitable donation and with your attendance and the support of our sponsors, we expect to continue the great tradition of bikers benefiting local citizens.

For the inaugural Sturgis Wrap party our supporters include Harley-Davidson, Company 3 (the biggest feature film finishing and color grading house in Hollywood), Formosa Group (one of the biggest sound design and audio mixing houses in Hollywood), Refuse Specialists, Baggernation, eGrafx, 805Bling, DavidCookLA, Strider Sports, Int'l, and Chadwick.

If you would like to become a supporter by purchasing a table, please contact us at events@WhyWeRide.com to learn about all the additional opportunities that are available for you and your brand.

ASSOCIATED LINKS

www.SturgisRallyWrapParty.com
<https://www.thetreasuredhouse.org>
www.MOTOvational.org
www.WhyWeRide.com
www.buffalochip.com

VIMEO INVITATION LINK:
<https://vimeo.com/575223776>