


JULY | 2024

TALK TO US

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The 84th Annual City of Sturgis Motorcycle Rally

July means there's only one month until it's STURGIS time. This year marks the 84th Anniversary of what is one of the largest motorcycle rallies in the world. With over 500,000 motorcyclists heading to Sturgis, South Dakota each year, this is guaranteed to be a serious party, August 2-11, 2024!!! This year they are pulling out all the stops, with races, rides, contests and a huge dose of Rock-n-Roll. The City of Sturgis Motorcycle Rally is the world's largest motorcycle rally. The sky's the limit for the future of the Rally.

Even if you can't make the trip, make sure to check out the excitement and energy of the Rally and downtown Sturgis via our web cameras. Our webcams capture Sturgis year-round and are strategically placed to give you a bird's eye view of everything going on in Sturgis. The cameras at the Motorcycle Museum and on Harley-Davidson Way & Main Street show the exhilaration of Main Street. Although nothing is the same as being here in Sturgis during the Rally and hearing the rumble of motorcycles going by, these web cameras are a way to check out the Rally.

Sturgis began back in 1938 with the town's motorcycle club, The Jackpine Gypsies. These amazing visionaries bought up and developed large tracks, hill climbs and field areas, for racing and stunts designed to test the riders' skills, courage and stunt creativity. Over the following years, this unique Rally in the Black Hills of South Dakota added more events, parties, contests and music, earning its reputation as "the" place to be for one of the biggest motorcycle events of the year, every year... No doubt The Jackpine Gypsies are smiling down from heaven. If you build it, they will come...



**THE RIDE.
THE ROAR.
THE RALLY.™**

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THANK YOU For Your Service!

As we celebrate Independence Day, we'd like to give a special thanks to our men and women in uniform, both past and present. Military and veterans motorcycle clubs are involved in standing up for great causes, charity work and volunteerism. They raise funds for children of fallen soldiers, fight for biker rights and to end veteran suicides. We salute them for their service to our country on and off the battlefield.

Here is a short list of prominent National Clubs:

- ★ Green Knights Motorcycle Club
- ★ U.S. Military Vets Motorcycle Club
- ★ Combat Veterans Motorcycle Association
- ★ American Legion Riders
- ★ Rolling Thunder
- ★ Leathernecks Motorcycle Club
- ★ Vietnam Vets Motorcycle Club
- ★ Brothers in Arms Motorcycle Club
- ★ POW/MIA Riders Motorcycle Club
- ★ Purple Heart Riders Motorcycle Club
- ★ Band Of Brothers USMC Motorcycle Riding Club
- ★ In Country Vets Motorcycle Club
- ★ Veterans of Vietnam Motorcycle Club
- ★ Warrior Brotherhood Motorcycle Club
- ★ Desert Knights of America MC

The Green Knights Military Motorcycle Club— with more than 10,000 members and 131 chapters — is one of the largest military-only motorcycle clubs and the most widely accepted on and off military installations.

The Combat Veterans Motorcycle Association participates in many motorcycle-related fundraising events each year and donates to Veteran's charities. Their focus is to help Veteran care facilities provide a warm meal, clothing, shelter and guidance.

U. S. Military Vets Motorcycle Club member, Andrew Kelleher says "Taking care of other people is something that I think is ingrained in every military person. Whether it be the home they came from or where they found themselves after they got out — it's all about helping out where you call home."

RIDING IS GOOD FOR YOU! (But We Knew That)

Most any motorcyclist will confirm that riding takes them to a happy place. We all know the exhilarating feeling of freedom that comes while riding. The feel of the wind, the intensity of the smells in the air, the vibrant views that come at you as if you're wearing 3D glasses...

Your brain gets stimulated from the concentration it takes to ride a motorcycle, which activates the prefrontal areas of the brain. From shifting and stopping to counter-steering, cornering, negotiating curves and avoiding hazards on the road — your mind stays in high gear because you are so in tuned to your surroundings.

BUT DO MOTORCYCLES REALLY MAKE YOU STRONGER AND SMARTER?

A study by Kawishima at the University of Tokyo titled "The relationship between motorcycle riding and the human mind," tested male motorcyclists between 40 and 50. They evaluated two groups, regular use cyclists and a non-rider control group. Each individual was examined for brain function and cognitive skills.

After two months on two wheels research results were able to conclude riders who drove their motorcycles to the office daily had increased cognitive functioning when compared to those who did not. When they analyzed the data produced by the men, who were also asked to repeat a set of numbers in reverse order, consistent motorcycle riders'

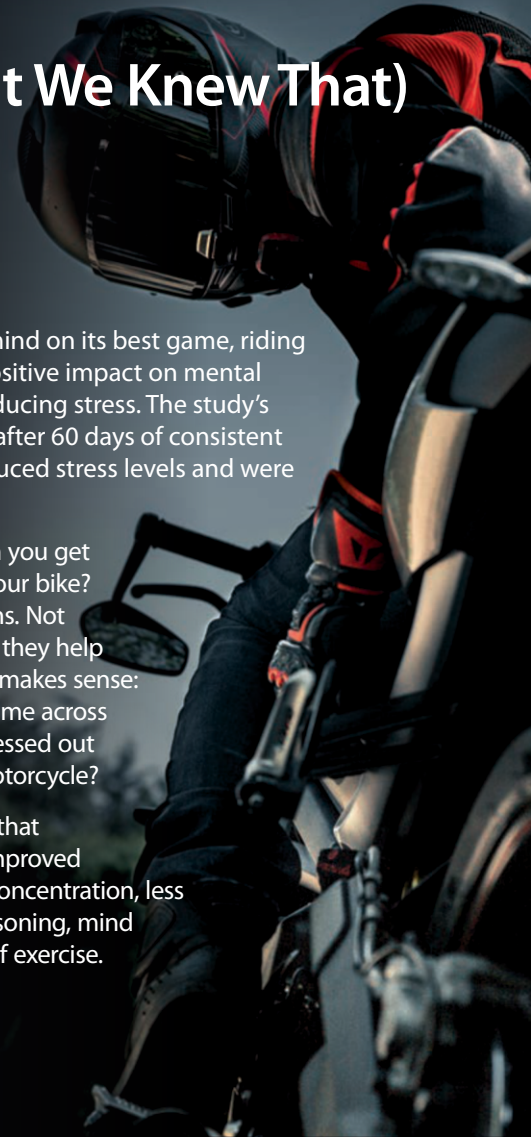
scores had increased more than 50 percent. In contrast, the control group's scores slightly decreased.

In addition to keeping your mind on its best game, riding has been proven to have a positive impact on mental health, helping mood and reducing stress. The study's rider participants noted that after 60 days of consistent motorcycle use, they had reduced stress levels and were generally happier.

You know that adrenaline rush you get each time you accelerate on your bike? That's the release of endorphins. Not only do endorphins feel great, they help improve your mood as well. It makes sense: When was the last time you came across someone who was mad or stressed out because they were riding a motorcycle?

In a nutshell, the study shows that riding motorcycles provides improved cognitive functioning, better concentration, less stress, better memory and reasoning, mind stimulation and a great form of exercise.

Does it still count if you're on the back? The study didn't cover that one...



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Win The Bike of Your Choice, Up To \$20,000!

Maybe you've got your eye on a custom-built motorcycle or a 2023 Harley; maybe an Indian Scout. Perhaps an all-new electric bike. It's winners' choice, up to \$20,000.00 value. You could be the WINNER!

Click Here For Your Chance To Win:
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The 2024 Motorcycle Giveaway is sponsored by the National Academy of Motorcycle Injury Lawyers.



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Your Legal Guide To **MOTORCYCLE INJURY COMPENSATION**

This insider's guide explains how motorcyclists can maximize claims after an accident and avoid expensive mistakes that could devalue their case and cost them tens of thousands of dollars or more. Readers will learn the answers to 11 questions that injured bikers need to ask before they sign any settlement documents with an insurance company.

Read this important legal guide **BEFORE** you are involved in an accident!
www.NAMIL-LAW.org/Larson



We Appreciate Our Local Veteran Riders

We extend a warm 4th of July embrace to our heroes who have worn the cloth of the nation in defense of our civil liberties and to everyone in which the words "Duty, Honor, Country" take center stage in all they do over the course of a lifetime. Reach out to us if you are a member of a local veteran motorcycle club that is in need of community support.

