

# Arizona Bike Week

WestWorld in Scottsdale was again the venue for this year's AZ Bike Week. From Wednesday-Sunday March 25-29, there was a steady supply of rides, music, and other entertainment for riders, from around our state and around the country, to enjoy.

We found a new addition as we entered the main gate this year... locker rentals. For \$5/day you could have a secure place for your jacket, helmet, what have you; plus of course any goods you may purchase at the many vendors on site. This seems like a welcome idea for those whose bikes have no bags.

Entertainment over the 5-day event included music by Social Distortion, Randy Houser, Ted Nugent, Stone Temple Pilots, Double Vision, and local bands including 74th Street Band, Rock Land, Doll Skin, Broken Toys, Flash Back AZ, Laura Walsh Band, Pete Cummings Band, UFN, Crown Kings, and the School of Rock Sugar Skulls. The concept of this band is so cool! It is made up of students, ages 12-18, from area 'School of Rock' music school locations.

Spectators also got to enjoy performances by riding teams 'Busted Knuckles Stunt Show' and 'FMX Stunt Show'. It is amazing what these riders can do with [and to] a motorcycle. The FMX team 'Slednecks Invasion Tour' showed off their freestyle aerial jumps & tricks. The Busted Knuckles riders demonstrated extreme control & mastery over their V-twin street bikes... not the lightweight bikes you expect stunt riders to use. Both shows were great to watch and well received by the audience.

There was a tattoo contest, bike games, custom bike show, Harley-Davidson demo rides, drill team performances, riding seminars by TEAM AZ, & more; including late night attractions like the wet-T shirt contest and Jay's Games. There was pretty much something for everyone.

New this year was a motorcycle stereo competition... We learned from ABW Media Coordinator Lisa that, "J & M Motorcycle Audio held that competition. We love that our vendors are on the same page with us in our goal to bring as much entertainment and excitement to the event as possible. Each year we're finding more and more of them doing these types of contests & exhibitions."

Row after row of vendors made for many shopping options for biker related goods & services. We're told the vendor count was up about 10%. Included in the lineup were our advertisers Law Tigers and American Bike & Trike.

Daily rides gave scooter folk opportunities to put on some miles while helping out different causes. The following ones were coordinated by the Arizona Bike Week Charities Group and I appreciate Kajer's help in sharing news of these fundraisers.

Thursday March 26 was the **10th Annual T-Bar Trail Ride**, a charity ride for breast cancer. This year, an estimated \$13,000 was collected. "Funds raised from this year's event benefit the Susan G Komen Foundation – Central and Northern Arizona Chapter. This was our first experience with coordinating the T-Bar Trail Ride. Todd and Carol normally coordinate this

event and seem to pull it off every year without a problem so we had huge shoes to fill." Kajer continued, "We received some great feedback from the crowd and took some great ideas away from this year's event so we can make it even better in upcoming years." 783 participants took off from WestWorld on a self-paced ride, to tour gentlemen's clubs Christies Cabaret in Glendale, Phoenix, and Tempe as well as Cheeta's in Phoenix. Last stop was back at AZ Bike Week for the Randy Houser concert. Thank you to Grand Canyon Harley Davidson for raffle prizes and Hot Leathers for ride shirts. This ride has been 'Saving Boobs, One Bar at a Time', for ten years.

Friday's Ride was the **5th Annual Hamsters Charity 'Dry Heat' Run**. The Hamsters is a club of custom bike owners; some famous, others not so. From what I gather, to be a member you must ride your American-made motorcycle to Sturgis, the bike cannot be stock, and you must be agreeable to the wearing of bright yellow shirts ☺

Event sponsors are the Hamsters MC and Paul Yaffe Originals / Bagger Nation, plus Greasewood Flat donates the food every year.

Riders gathered at Paul Yaffe Originals in Phoenix. 646 riders, members & non, enjoyed a self-paced ride that wound its way through Fountain Hills, to lunch at Greasewood Flat, and eventually reaching WestWorld for the Ted Nugent concert.

This year's Dry Heat Run collected approximately \$11,000. If you're wondering how

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LifeScape Children's Care Hospital in South Dakota becomes a beneficiary of an Arizona charity ride, we learned that this is the primary beneficiary of the Hamster's organization. It's a charity supported by the Sturgis rally as well as many of their other national events.

The **Hand in Hand Ride for Phoenix Children's Hospital**, sponsored by Harley-Davidson of Scottsdale took place on Saturday March 28. Included in the ride fee was breakfast, a commemorative bandana, entry into WestWorld & the Stone Temple Pilots concert, and a raffle ticket.

This was an escorted ride, with staging at PCH in Phoenix. "We made quite a few changes to this ride this year to better organize the registration and staging process. We received positive feedback about the ride up registration process and learned a few things to make it even better for the next time." Harley-Davidson of Scottsdale provided a sound system and streamed a playlist for entertainment as people had breakfast [included] & awaited departure.

There were 907 participants. Kajer explained, "Every rider was given a special tribute card that identified the child on whose behalf they were riding. The card, combined with the smiling faces of the patients who peered through the hospital windows and waved at the riders made this ride particularly impactful."

The route traveled directly from the Phoenix Children's Hospital to WestWorld. DPS provided the freeway escort with Scottsdale PD providing traffic control around WestWorld.

Raffle drawings were done at the Handlebar

Saloon, around 3pm after the ride. Winners who weren't present were contacted to arrange for prize pick up. Prizes included gift cards, Harley-Davidson goods, and more.

We learned that, "Approximately \$11k was raised from the ride, plus an additional \$3500 from merchandise sales, for a total of over \$14,500." Thanks go out to sponsors Harley Davidson of Scottsdale, Spooky Fast Customs, and Go AZ Motorcycles. Kajer noted, "Additionally, this ride could not have happened without the support of volunteers from the Phoenix Children's Hospital and the Gatekeepers MC."

Sign-in for Sunday's "**4th annual Sons of Anarchy Ride**" took place at Top Spoke Rentals, in Tempe. This was the last official ride of AZ Bike Week. Those inclined could participate in a 'meet & greet' with SOA actors Mark Boone Jr and Tommy Flanagan.

768 participants gathered in support of community programs ... for local children's shelters, foster programs, and families in need. This event raised a little over \$15,000. Kajer explained, "Individual families in need during the holidays are one of our biggest areas of focus. Last year we helped 27 families and 46 kids with holiday needs. We will be able to do more this year with the success of this event." Very neat!

This was a DPS escorted ride; traveling from EagleRider to the 101 northbound, & into WestWorld. The afternoon included music by Double Vision - A Tribute to Foreigner. SOA autograph opportunities were also available at the HandleBar Saloon.

Thanks go to event sponsors Law

Tigers, Eagle Rider of Tempe, 98KUPD, Hot Leathers, and Discount Biker Supply. Kajer added, "In addition - GTI Golf Cars donated 2 car rentals which the charity group used to get around at West World during the event. OnSite Temp housing donated an RV which the charity group used as a base of operations to work from on all of the events during the week."

ABW's Lisa shared, "The rides that were handled by the ABW Charities Group [above] totaled about \$54,000 in proceeds to the benefiting charities. ABW also made about \$70,000 in ticket and vendor space donations to the various charities."

We also learned from her that overall attendance was similar to last year ~ putting it at around 90,000. Of those, there were about 10,000 attendees on five-day passes There were about 90 more RVs and 60 more tents than in 2014. .

We've seen that the new dates have already been posted for AZ Bike Week 2016, so mark your calendar for April 6-10. It'll be the 20th Anniversary Party... so you've got to figure they have some big plans in mind!

Until then, we hope to see you out there on the road.

*Bruce & Betsy*

