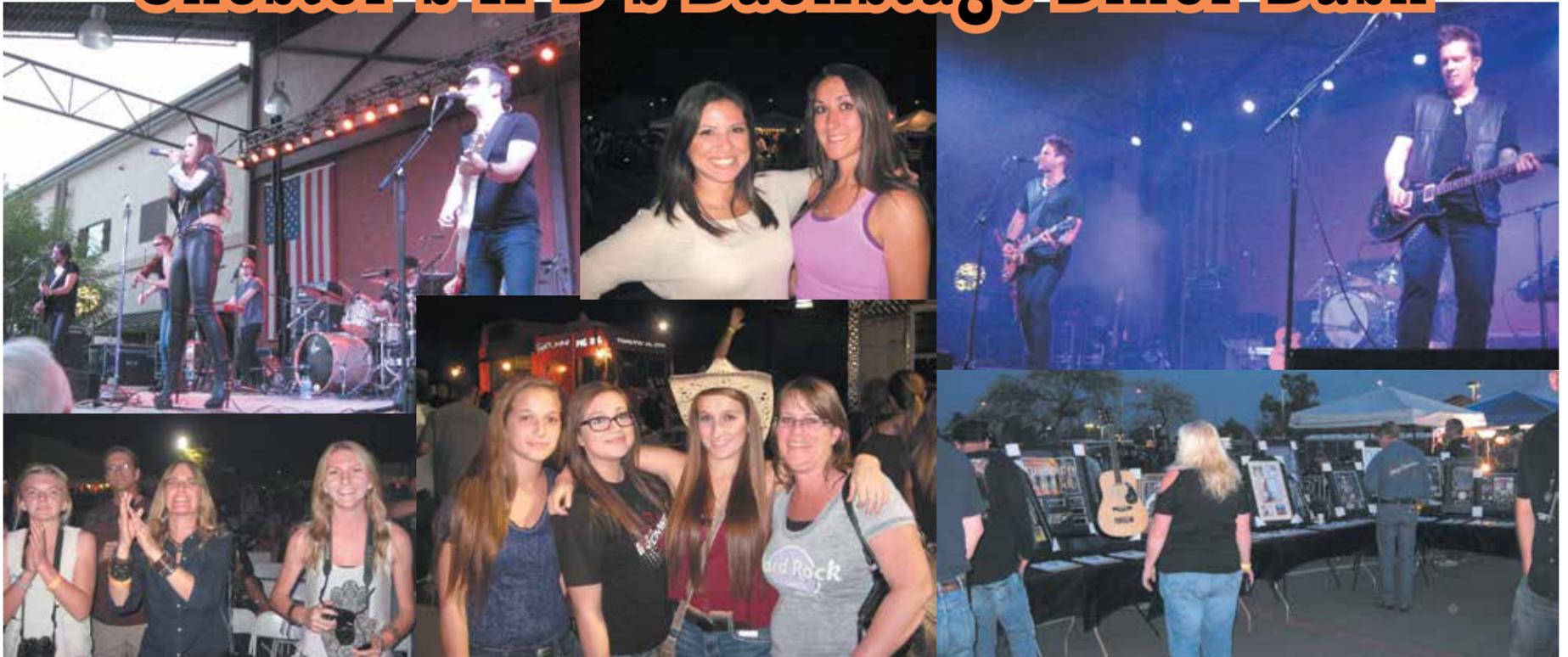


Chester's H-D's Backstage Biker Bash



This year's Backstage Biker Bash at Chester's Harley-Davidson kicked off in a big way on Friday March 28; with some 3,000 coming out to party. The Chester's H-D event center, located at 922 S Country Club Dr in Mesa, was 'Gone Country' this time with headliner Parmalee & Chelsea Bain as their opener.

Vendors included Law Tigers and Evapeology. Available for buying were apparel, motorcycle accessories from 'Billet 4 Baggers Designs', jewelry, & other bling. Realtor service 'RideHomeAZ' was introducing themselves to the community. Among the vendors ringing the venue were food trucks; offering options to visitors who got to the show after work but before dinner. Some lines looked a bit lengthy, but still appeared to move along pretty fast. Of course, if you were in the line ~ you may feel differently {;o}

We've heard Chelsea Bain before. She and her crew did another outstanding job, putting on a great show.

Between band sets, a \$1,000 gift card from Chester's H-D was given away. A live auction was also held, for a guitar autographed by Parmalee. Participation was so zealous that when the bidding closed at \$1,000 ~ the band agreed to autograph 2 more which also went for a thousand each... garnering 3-grand for charity. Cool.

When Parmalee came out, the fence line was deep with enthusiastic fans. Cell phones & cameras were raised high. We rarely listen to the country stations and so were unfamiliar Parmalee. They put on a really good show. In addition to their country songs,

they covered a variety of other music styles sure to keep most any music fan entertained. We were glad for the chance to hear them.

Attendees were encouraged to bid in the Silent Auction. Memorabilia from movies, music, sports, and Harley-Davidson was available.

General admission was \$10 in advance or \$15 at the gate. For \$15 over the general admission fee, you could go VIP ~ with a separate bar, tables & chairs, plus seating & access closer to the stage.

Amy from Chester's H-D sent along this message to share with our readers:

"Chester's Harley-Davidson would like to thank KMLE 107.9 Radio for partnering with us to promote this year's Backstage Biker Bash - Gone Country. We were fortunate to be able to book #1 Hit Country Music Talent, Parmalee, who put on an incredible performance and drew an impressive audience of country fans, local riders, and Chester's customers.

"We also want to extend a special thanks to Chelsea Bain for coming back for her third concert at one of our dealerships in two years and then performing for us again the following weekend opening for Sammy Hagar at Wild Horse Pass Hotel & Casino. Chelsea is an amazing singer and consummate professional who always delivers a high energy performance our audience loves.

"Over all, we received very positive feedback and everyone seemed to have a great time kicking off the big week at Chester's Harley-Davidson. Not only did Backstage Biker Bash have a strong attendance and impressive turnout but a lot of positive energy was generated by the crowd that set the tone for

the weekend. The good vibe continued all week and culminated with an amazingly successful first year for the big new motorcycle event, Phoenix Bikefest, which Chester's not only supports, but also sponsors. It couldn't have been a better April for us.

"Most of all, we want to thank our customers. We are immeasurably grateful to have such a large group of supporters in the Arizona riding community who choose to stick with us, attend all our events, participate in our activities and rides and bring us their business year after year. Our continued success is due to our loyal customers (like Stew and Bob and many others) who have become personal friends and part of the Chester's Harley-Davidson Family.

"Finally, thank you to everyone who attended Chester's Country Style Backstage Biker Bash this year, making our event a great success. We welcome any feedback from the motorcycle community as we start planning next year's BBB."

On Saturday, people were invited back to Chester's for 'a little hair of the dog' at the Backstage Biker Bash Recovery Day during Party on the Patio. Lunch was provided by Jolie's Place and Tyme Will Tell entertained. It made for a great wrap to the weekend.

All proceeds from this year's Backstage Biker Bash weekend benefited the Mesa Family YMCA. Chester's Harley-Davidson knows how to put on a party and regularly provides the biker community opportunities to support local charities while having fun and making lasting memories. We had a great time & enjoyed being there. See y'all next year {;o}

Bruce & Betsy

