

SEPTEMBER 27-30



LAS VEGAS, NV

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For More Information Contact:
Pam Schwartz, Full Throttle Events
619-234-3344 x128
pam@fullthrottleevents.com

LAS VEGAS BIKEFEST™ DESIGNATED AS “SIGNATURE EVENT” BY AMA

Las Vegas BikeFest™ 2007 has been selected by the American Motorcyclist Association (AMA) as one of the organization’s *Signature Events* for 2007. *Signature Events* are part of the AMA Premier Touring Series, a collection of road-riding rallies and tours.

Las Vegas BikeFest was chosen to be one of the 10 *Signature Events* for 2007 as a result of its unique features and activities, as well as the growing size and importance of the rally. *AMA Signature Events* must meet stringent AMA Road Riding standards based on their broad appeal, unique theme and location, and overall prestige. By selecting an event for the Premier Touring Series as a *Signature Event*, the AMA is telling its members and the motorcycling population that this is an event not to be missed.

AMA is a nationwide organization with more than 250,000 members. All AMA members will be entitled to special member benefits at Las Vegas BikeFest.

The 7th annual Las Vegas BikeFest will be held September 27-30 in the most famous 24-hour city, Las Vegas, Nevada. The event will consist of the Vendor Village at Cashman Center with over 300 manufacturers and vendors, and activities such as Poker Runs and competitions, and non-stop entertainment. *Artistry in Iron, Master Builders’ Championship* will also take place at Cashman Center. 40,000 bikers and enthusiasts are expected to be in attendance.

Las Vegas BikeFest is produced by Las Vegas BikeFest, LLC a joint venture of ConvExx and Full Throttle Events. Las Vegas BikeFest information is available at www.LasVegasBikeFest.com, or call toll-free 866-BIKEFEST (866-245-3337) or e-mail info@lasvegasbikefest.com.

- 343 Fourth Avenue, Suite 203, San Diego, CA 92101 ◆ 619-234-3344 ◆ Fax: 619-234-3370
- 2260 Corporate Circle, Suite 400, Henderson, NV 89074 ◆ 702-450-7662 ◆ Fax: 702-450-7732