



For Immediate Release

**Sturgis Motorcycle Rally, Inc. Wins Official Support from Sturgis Chamber of Commerce**

***Sturgis Area Chamber of Commerce agrees with city and backs SMRi and Sturgis trademarks***

Sturgis, SD (September 24, 2013) Officials with the non-profit Sturgis Motorcycle Rally, Inc. are pleased to announce that, the Sturgis Area Chamber of Commerce offers its own public support of SMRi and its ownership and licensing of trademarks pertaining to the STURGIS® Motorcycle Rally™ after the City of Sturgis passed a unanimous resolution to support SMRi.

In a written statement from the Sturgis Area Chamber of Commerce, they state “Our Vision Statement calls us to ‘unite and lead the Sturgis Area toward greater economic, social and community betterment.’ Further, our Mission Statement states that we will ‘advocate on behalf of its members to support business, agriculture, and tourism resulting in an enhanced quality of life for the entire community.’ In that vein, SMRi has proven to be an important economic and philanthropic force, as well as a worthy partner in our effort to promote and revitalize the City. It’s time to move forward together.”

“This is another step toward bringing the community together and showing those in Sturgis and beyond about SMRi and the important role we play,” said Dean Kinney, Chairman of the SMRi board. “SMRi is determined to help the citizens realize the financial benefit for the rally they have, as a community, helped create and sustain for decades.”

This is another victory for SMRi on the heels of a unanimous official endorsement of SMRi by the City of Sturgis. SMRi continues to fill a vital role in the community as a not-for-profit that manages all the Sturgis trademarks, for the benefit of all.

**About SMRi**

Sturgis Motorcycle Rally, Inc. (SMRi) is a South Dakota not-for-profit organization with no owners or shareholders and a volunteer board. The group’s primary responsibilities are to promote, grow and strengthen the Sturgis® Motorcycle Rally™ and provide a charitable return for the greater Sturgis area through the development of a licensing program related to the Sturgis® Motorcycle Rally™. The board positions represent a variety of organizations and interests in the Sturgis area, including the Sturgis Area Chamber of Commerce, City of Sturgis, Sturgis-area commercial property owners, rally and non-rally-oriented businesses.

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