



**For Immediate Release:  
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## **Sturgis Rally Bikers are Passing Through Sioux Falls Next Week!**

**SIOUX FALLS, SOUTH DAKOTA – The Sioux Falls Convention & Visitors Bureau (CVB) along with several partners in the Sioux Falls hospitality industry will greet thousands of bikers the Valley Springs Rest Stop/Information Center on their way to the Sturgis Rally this Friday, July 31, 2009 from 9 a.m. – 4:00 p.m.**

This event allows the local hospitality industry an opportunity to draw Sturgis bound bikers off the Interstate to promote the community and its attractions. Representatives from the Sioux Falls hotels, area attractions and CVB will be present at the Valley Springs Rest Stop/Information Center to inform bikers why Sioux Falls is the best place to stop on their way to and from the Sturgis Rally. The CVB will distribute Visitor Guides, Visitor Maps, and Falls Park Brochures, as well as cookies and t-shirts for all tourists.

*The Sioux Falls Convention & Visitors Bureau is the city's lead sales & marketing organization, designed to sell Sioux Falls as a one-of-a-kind destination for all conventions, meetings, events, and tourism.*

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