

The 3rd Annual Milwaukee Rally

Here are just a few of the many events happening during the rally. A regularly updated schedule of events and entertainment can be found at www.milwaukeeerally.com.

The Harley-Davidson Dealers of Metro Milwaukee have announced plans to hold the third annual Milwaukee Rally on July 29-August 1 at The Milwaukee Mile Speedway. Located in Wisconsin State Fair Park, the nation's oldest major racetrack will once again host thousands of motorcycle enthusiasts as they gather for food, music and activities at this national bike rally.

Admission to the Milwaukee Rally will be available with advance purchase of a 4-day ticket for \$15.00. The special multi-day pass, which includes a commemorative Milwaukee Rally pin, will be available through July 1 on the Milwaukee Rally website, and at participating Harley-Davidson dealerships after April 1. Single day admission tickets will be available at the gate for \$7.00 per person on Thursday, Friday and Sunday, July 29, 30 and August 1, and \$10.00 per person for Saturday, July 31. Children 12 years of age and under will be admitted free with parent or guardian.

Executive producers of the Milwaukee Rally are the Harley-Davidson Dealers of Metro Milwaukee: The New Milwaukee Harley-Davidson/Buell, Suburban Harley-Davidson/Buell, Hal's Harley-Davidson/Buell and House of Harley-Davidson/Buell. The Milwaukee Rally is sponsored by: Miller Genuine Draft, Victory Motorcycles, Michael Hupy and Associates, Red Bull Energy Drink, and Best Western Midway Hotel Brookfield.

2004 Milwaukee Rally Motorcycle Classic Features Rhett Rotten and the Wall of Death

Rhett Rotten and the Wall of Death will be making their first stop at the Milwaukee Rally this year. The Wall of Death has traveled all around the country and has made stops at some of the most prestigious biker rallies in the country including Daytona Bike Week, Myrtle Beach Bike Week, Laconia Bike Week, Sturgis Bike Rally, and Biketoberfest. The Wall of Death has been around since the early 1900's, and the original barrel that is used was built in 1941 and has been modified to comply with newer technology. Rhett Rotten rides a vintage 1957 Harley Hummer, fitted with a 250 Harley Davidson dirt bike motor to defy gravity. During his 2003 tour Rhett Rotten and the Wall of Death have been featured on television stations such as TLC, Discovery, E! Entertainment Channel, USA, The Travel Channel, and ESPN. Rhett Rotten will be performing multiple shows on Thursday, Friday, Saturday, and Sunday at this year's rally.

2004 Milwaukee Rally Motorcycle Classic Features Its First Professionally Judged Tattoo Contest

The third annual Milwaukee Rally will be featuring its first Professionally Judged Tattoo Contest. "Having a tattoo contest at a Harley-Davidson rally really brings the world of tattooing and the experience of professional judging to those in the motorcycle world who may have award winning caliber tattoos and not even know it," stated Reason Pylant tattoo contest coordinator. The contest will consist of 18 different categories daily for both men and women, ranging from Best Harley-Davidson category to Worst Tattoo. Each participant will receive a complimentary gift package from area sponsors with each \$5 tattoo entry. Registration for each tattoo category will be held on site at the official tattoo contest tent. Trophies will be awarded to first through third place winners in each category, as well as best of day and best of show. Best of show will be awarded on the last day of the rally at the tattoo contest official tent located at the Milwaukee Rally. Contest will run all four days of the Rally, and will be from open to 9pm with awards at 10pm Thursday through Saturday, and open till 8pm on Sunday with awards at 9pm. For more information about the tattoo contest please contact Reason Pylant at (414)-321-3914 or Reason@starshipbodyworks.com

2004 Milwaukee Rally Motorcycle Classic Will Host World Famous Biker Bar


The world famous Broken Spoke Saloon will be making a stop at this year's Milwaukee Rally. With four locations in Sturgis, South Dakota, Daytona Beach, Florida, Laconia, New Hampshire, and Myrtle Beach, South Carolina, The Broken Spoke Saloon brings live music and entertainment to motorcycle rallies all over the country. After all this, you might think the Broken Spoke is a "biker bar," Not so," says Jay Allen owner and founder of the Broken Spoke Saloon: "We have a cross section from one-per centers to little old ladies, and they all love it. They'll buy T-shirts or other mementos when they leave, and most will be back next year." If you love bikes, you'll love the Spoke. The Spoke will be at the Milwaukee Rally for all four days. For an updated listing of entertainment and times please visit www.MilwaukeeRally.com for more information.

2004 Milwaukee Rally Motorcycle Classic Features Open Invitational Bike Show

With the popularity in custom bike building on the rise, the third annual Milwaukee Rally has announced that it will be featuring the 2004 Milwaukee Rally Open Invitational Bike show. The bike show will be held on Saturday July 31, and will be held in front of the popular Broken Spoke Saloon. The Bike Show will be on a first come first serve basis with a maximum of 100 Bikes. The cost of entry per bike is \$25 pre show registration, and \$35 Day of show registration. Winners will receive trophies for 5 different categories as well as cash prizes for the following: Metro Milwaukee H-D Dealers' Choice in show (1st Place \$300, 2nd Place \$150), Judges' Choice Best in Show (1st Place \$200, 2nd Place \$150, 3rd Place \$100, and 4th Place \$50), Spectators Choice Best in Show (1st Place \$100, 2nd Place \$75, 3rd Place \$50, and 4th Place \$25), VIPs' Choice Best in Show (\$100), and Chief Show Judge Personal Choice (\$100). There will also be special recognition awards for 6 different categories: Oldest Motorcycle in Show (\$30), Best Chrome (1st Place \$20, 2nd Place \$10), Best Paint (1st Place \$20, 2nd Place \$10), and Best Upholstery (\$15).

Iron Angels to Promote Awareness of Domestic Violence With Ride at 2004 Milwaukee Rally

On Saturday July 31, the Iron Angels a group of motorcycle enthusiasts creating awareness of community organizations through charitable contributions, will ride for charity to the Milwaukee Rally. This year's ride benefits Sojourner Truth House. The Sojourner Truth House is a leader in the community effort that offers every victim of domestic violence access to effective and complete programs required to achieve a life free of violence. Registration and staging is from 11am-1:30pm, at the Harley-Davidson Capitol Drive Plant at, and departs for the Milwaukee Mile at 2 pm. To register or for more info call 262-966-2786 or visit www.ironangelsinc.com



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