

Page 12 **Harley-Davidson Favors 6th and Canal Street Location For Its Museum And Future Business Development**

On January 21st, 2004, Harley-Davidson Motor Company announced its proposal to develop a site at 6th and Canal Streets in the city of Milwaukee for the Harley-Davidson Museum, associated operations, and future business development. This location would complement the Company's operations on 37th and Juneau Avenue, which have remained in that neighborhood since 1903. The twenty-acre Sixth and Canal Street site is at the east end of the Menomonee Valley. "We believe the unique characteristics of this site and its location in the heart of Milwaukee are ideally suited to a multi-purpose development of this kind," said Lara Lee, Harley-Davidson Vice President. "For these reasons, it is particularly attractive as a destination for our riders, area residents and visitors to Milwaukee."

"Although the Company's proposal will require additional support and approvals in order to become a reality, we very much appreciate the wholehearted and enthusiastic support we received today from the Board of Directors of the Menomonee Valley Partners," Lee said.

According to Lee, the Company is performing a detailed analysis of several location options. "Harley-Davidson is committed to building a world-class museum destination that meets the expectations of our enthusiasts and the general public," Lee said. The museum is expected to attract 350,000 visitors each year from around the world.

According to Harley-Davidson, Inc. Chairman and Chief Executive Officer, Jeff Bleustein, "We continue to prefer a location here in our hometown, and this site shows enormous potential. We believe it offers the best chance for our Museum to be located in the city of Milwaukee, but in order to make it a reality, we will need the continued support of our community. We have always received strong support from our elected officials, the people who live here in Milwaukee and the business community, and we sincerely appreciate it."

Harley-Davidson, Inc. is the parent company for the group of companies doing business as Harley-Davidson Motor Company, Buell Motorcycle Company and Harley-Davidson Financial Services. Harley-Davidson Motor Company, produces heavyweight street, custom and touring motorcycles and offers a complete line of motorcycle parts, accessories, apparel and general merchandise. As a subsidiary of Harley-Davidson, Inc., Buell Motorcycle Company produces sport motorcycles in addition to motorcycle parts, accessories, and apparel. Harley-Davidson Financial Services, Inc. provides wholesale and retail financing and insurance programs to Harley-Davidson/Buell dealers and customers.

For Immediate Release

The Minnesota Motorcycle Riders Association (MMRA) will host a Vet's Ride on Sunday, June 6, 2004. The event, held annually raises money for Veterans Homes in Minnesota.

Each participant donates \$10.00 to the fundraiser and, every cent collected goes to the Veterans Home.

This event is open to all motorcyclists! The more, the merrier!! The group will gather between 10 AM and 11:45 AM to register at V.F.W. Post 5518, (between Elk River and Rogers) 7350 Quaday Ave. N.E., Otsego, MN. The V.F.W. is just off Highway 101 at 71st St. N.E. Everyone should arrive with a full tank of gas and be ready to ride.

The ride leaves at NOON SHARP! The destination is Grand Casino Mille Lacs in Onamia, MN. There will be road guards on hand to help control traffic and the MMRA van will lead the way with "Veterans Ride" banners displayed.

Upon arrival in Onamia, the bikers will be treated to lunch compliments of the Grand Casino management. After lunch attendees will have their choice of testing their luck at the casino, or "taking the long way home" on one of the many scenic roads in the area.

The Vet's Ride has become a tradition with many bikers and, the Veterans Homes that receive the donations are very grateful to those who contribute. This is fun for the bikers and, something worthwhile is accomplished in the process! Funds raised last year went to help re-decorate the Day Room at the Minneapolis Veterans Home. The residents of these homes, (the men and women who put their lives on the line in service to their country) are thrilled to see the improvements, and the attention they get from "Bikers"! It is a great feeling to know you can do a little that means so much!

In years past some who were unable to attend the ride have voiced their frustration. So this year donations will be accepted via the mail. Send a check or money order to: MMRA, PO

Box 18067, Minneapolis, MN. 55418-0067. Donations are tax deductible. For further information contact the MMRA at (800) 541-1704 or visit the web site at www.mmra.com. There you will find a map to the V.F.W. starting point.

John Sullivan President of the MMRA

Brian Borgens & Paul Krusko's Ride For Wishes

"MAKE A WISH" RIDE & POKER RUN

When: Saturday May 29th, 2004
Where: Boners Again - Nekoosa, WI
Registration: 10:00 A.M. - 12:00 P.M
Cost: \$15.00 for Ride, Meal & Entertainment
\$10.00 for Meal & Entertainment

Entertainment By:
>TUCK PENCE
AND
>BLUE MAX

Lots Of Food, Raffles & Prizes
Come Help Make A Childs Wish
Come True !

Need Directions?? Any Questions?? Call Boner @ 715-886-4366


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NEW EAGLES M.C.

ANNUAL SPECIAL OLYMPICS POKER RUN AND PIG ROAST

Date: June 12th 2004
 Special Olympics Poker Run registration at: Club 16 in Sparta, WI
 Located on Hwy 16, across from Super Walmart at the west end of town
 Pig Roast, Live bands and **Free beer** at New Eagles M.C. Club-house following Special Olympics Poker Run. Look for signs!!

Time	Event
11:00 a.m.	Poker Run registration at Club 16
12:00-4:00 p.m.	Poker Run
5:00 p.m.	Food served at New Eagles M.C. Club-
7:00 p.m. - ?????	Live Bands- Wigglesick and Muck

Special Olympics Poker Run \$10 Per Player
 Extra Cards (no more than 3) \$1 a card

New Eagles M.C. Pig Roast \$15 per Person for Saturday or \$25 per person for camping Friday and Pig Roast on Saturday
 Free Beer available both days

INSPIRE GREATNESS.
 Special Olympics Events

Free Beer Soda Games

Free Primitive Camping available Both Friday night and Saturday night

Need more info?
 Call: Bubba @ 608-343-3882
 or 608-785-7889