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## Crandon Potawatomi Biker Rally Rocks Forest County!

A total of 4,728 motorcycle and concert fans attended the third annual Forest County Potawatomi Thunder Valley Biker Rally at Crandon Raceway July 9-12. The four-day event saw a magnitude of motorcycles in and around the greater Crandon area. Unseasonably hot and humid weather brought intermittent severe thunderstorms but the rain did not stop concert performances by two popular rock bands including Creedence Clearwater Revisited and Grand Funk Railroad. In between rain showers, attendees on bikes took advantage of the sunshine to tour the North woods and participate in a huge poker run.

"I think this event was more than successful and all the people of Crandon were impressed with the behavior and temperament of the bikers," said a rally organizer. Attendance at the FCP Biker Rally was up 21% from the previous year.

"The Biker Rally continues to grow each year," said a raceway official. The event had a tremendous economic impact on downtown Crandon businesses, which were packed with bikers.

Rally organizers thanked the Forest County Potawatomi as well as Miller Lite, Johnsonville, U.S. Tobacco Brands, Coca-Cola, Potawatomi Northern Lights Casino and Indian Springs Lodge for helping sponsor the event. Indian Springs Lodge, in Carter, WI, was again sold out for the event. "We could have used another 50 rooms at least," said Winda Collins, director of sales for the Indian Springs Lodge. Other local Crandon motels were booked for the weekend. Retailers and business in and around Crandon were highly pleased with the event.

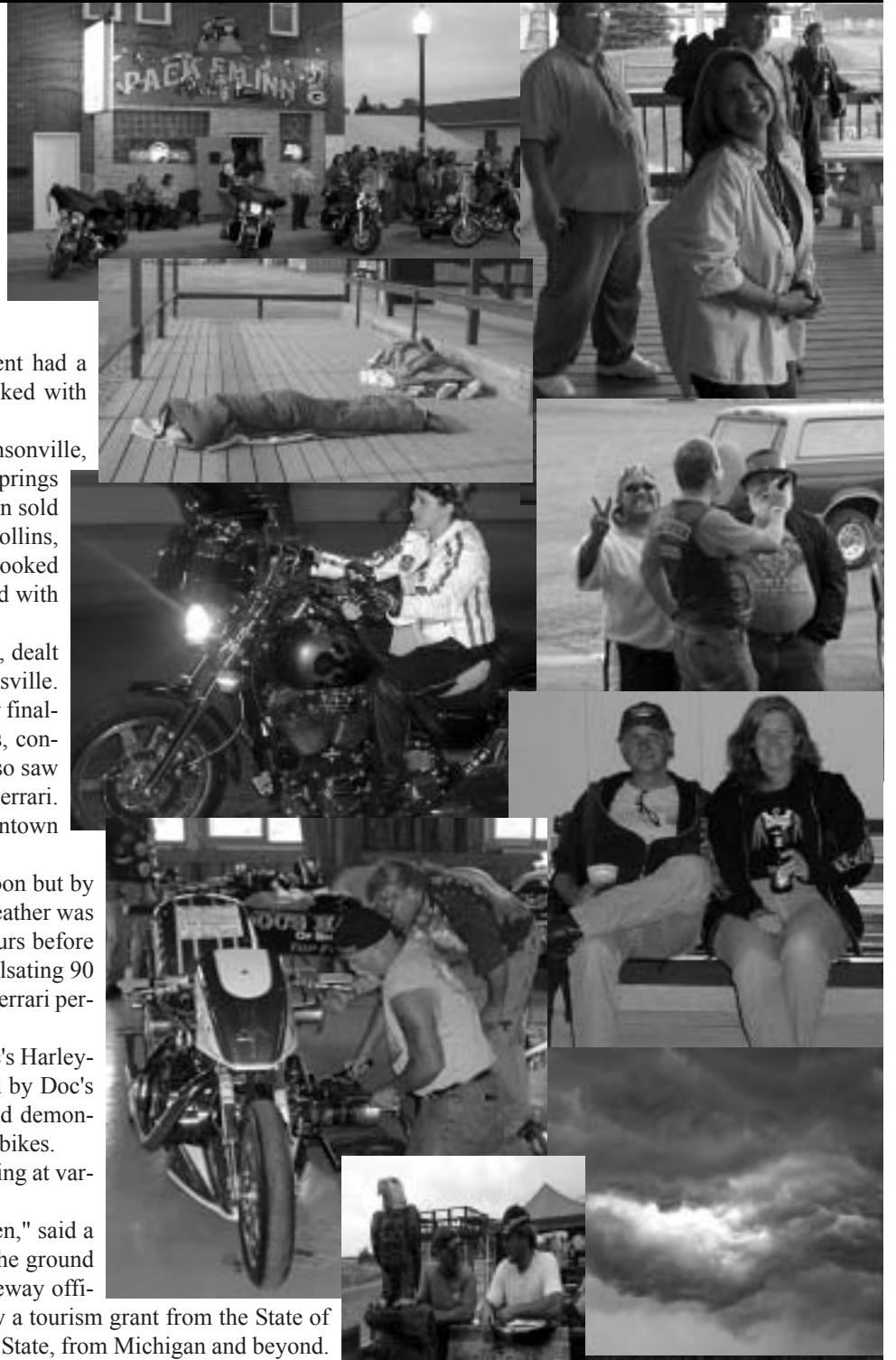
The Thunder Valley Biker Rally Poker Run was a huge success. The winning hand, dealt Saturday evening of the Biker Rally, was won by "Harley Bob", a biker from Janesville. He took home \$1,000. He had previously won \$200 from Duck's Tavern. Four other finalists also took home \$200. In addition to the CCR and Grand Funk Railroad shows, concerts were performed throughout the weekend by various bands. Rally attendees also saw performances by Captain Ron, Boogie and the Yo-Yo's and Crandon favorite Vic Ferrari. Downtown Crandon tavern owners kicked off the Rally on Thursday with a downtown street dance featuring two bands.

Friday dawned dry, hot and humid. Showers hit the rally grounds late in the afternoon but by early evening the sky was clear and CCR took to the stage in front of 3,000 fans. Weather was similar on Saturday and a furious but fast moving storm hit rally grounds three hours before the Grand Funk Railroad concert. The weather passed through and GFR put on a pulsating 90 minute show. Rain returned around midnight, cancelling the second half of the Vic Ferrari performance. Both CCR and Grand Funk Railroad performed encores.

Attendees also saw a number of bike exhibits including Boss Hoss, Victory, and Doc's Harley-Davidson bikes. Also on display was a nitro-burning drag bike especially prepared by Doc's for the Thunder Valley Biker Rally. Attendees also enjoyed several exhibitions and demonstrations by "Team Xtreme" which performed pavement stunts and tricks on Buell bikes.

Planning for the 2005 biker rally begins in July but rally organizers are already looking at various entertainment options.

"We want to thank Forest County Potawatomi for allowing the event to even happen," said a rally organizer. "A lot of hard work went in by a lot of people to get this rally off the ground and funding by the FCP was critical to ensuring a successful event". Crandon Raceway officials said that billboard, brochure and radio and TV advertising -- funded in part by a tourism grant from the State of Wisconsin -- definitely did the job as bikers attended the event from throughout the State, from Michigan and beyond.



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