

Legends AND HEROES of Motocross

www.LegendsAndHeroesTour.org



“Winning isn’t everything ~
wanting to win is”

For Immediate Release



Contact:

Tami Greenhill

Promotions Manager

Cell 951-313-0380

Tami@LegendAndHeroesTour.org

“A professional historical display and time-line of Americas greatest motorsport”

The Legends & Heroes Motocross Tour 2010 Hits the West Coast with Back-to-Back Venues



June 3, 2010 - Merced, CA ~ The Hangtown Classic, round one of the 2010 Lucas Oil AMA Pro Motocross Championship Series, went to the history books, as did Glen Helen’s FIM Motocross World Championship, the USGP! The Legends & Heroes Motocross Tour hit the road, completing its first two USA outdoor events. In addition to the outdoor national and world championship, a new MX event at Infineon Raceway was included in the schedule this year, providing an added touch of exposure to the tour and its sponsors. All venues provided spectators and the industry exposure to the rich history of motocross, through the unique aspects of the Legends & Heroes Motocross display.

The Boyesen Link RM 250 Suzuki (www.Boyesen.com) made its debut on the west coast for the first time ever during the month of May at all 4 venues to include the Las Vegas Supercross, the West Coast Moto Jam at Infineon, the Hangtown Classic in Sacramento and the USGP at Glen Helen Raceway in San Bernardino, CA. This is the production bike built by Boyesen Engineering for Bob Hannah as he raced to an overall win during the USGP at Unadilla in 1986. It’s amazing how many fans came up to see the bike and actually remember that day in history. Whether they read it or were actually there, they came to the display and shared their memories with us and with their kids.

Brad Lackey (www.BradLackey.com), our 1972 AMA National 500cc Champion and the first American (*and only American*) to become the 500cc World Champion in 1982 was present. Lackey did an outstanding autograph signing for the fans at the Legends & Heroes display. Even in the buff with the “kids”, the champ still has the juice!





The Billy Liles KX 250 bike, sponsored by Kissimmee Sport Motors of Central Florida, also made its debut at the Hangtown Classic. With the help of Pro Flow Lubricants (www.progoldmfr.com) and their new marketing guru, Billy Liles, the story of the "First Americans" to win the MX de Nations was shared with many at Hangtown.



Our next stop was the return of the USGP at Glen Helen Raceway. For the first time in 20 years, an International presence flooded the park as world champions from the past and present attended this historic event. With the support of Bud Feldkamp, owner of Glen Helen, Lori Bryant, General Manager, and Tom White, formally of White Brothers, the Legends & Heroes Motocross Tour was able to share its rich history with fans from around the world. Todd Huffman of the Motocross files, assisted by multi Vet Champ, Doug Dubach, did an awesome job in a tribute to Marty Moates, the First American to win an overall USGP back in 1981 at Carlsbad Raceway. There was a cool presentation on the Youth Stream podium for the presentation of the Marty Moates Cup and the \$5000.00 prize money awarded to the top American, Zack Osborne, by Steve Cox of Resource Marketing (www.ResMarket.com). The Marty Moates award and presentation proved to be a highlight of the weekend as past champions were on board to present the tribute to included, Brad Lackey, Chuck Sun, Brock Glover and Rick Johnson.



In addition to some really cool vintage race bikes brought in by the local vintage community, a Motocross Time Line of Champions was introduced for the first time at Glen Helen in the display. The Legend & Heroes staff would like to extend a special thanks to the folks at Motocross Action Magazine (www.MotocrossActionMag.com) for their contribution to the project. The time line, along with the Boyesen Link Hannah bike, grabbed a lot of fans, spectators and the industry's attention. It was simply amazing how the enthusiasts lined up to read who was who back in the day right up to current times.

Our next stop is Freestone Raceway for the second stop of the Lucas Oil AMA Pro Motocross Championship Series.



Stay tuned to future updates and photos coming your way soon!

About the Tour

The Legends & Heroes Motocross Tour is a professional historical display and time-line of Americas greatest motorsport. The tour includes the machines and the champs of Motocross. The project was conceived by a dedicated group of Motocross Enthusiasts who, over the years, have discovered the value of the rich 40+ years of Motocross legacy and its impact on the American motorsports history. "The dedication and passion of the sport has brought the Legends & Heroes Motocross Tour to the next level of sharing this legacy, the history of the machines and men, as well as the women of Motocross. The history of the Classic Iron and its' champions is a dynamic model ever changing. We see this rich history as a great learning lab for all ages" according to Alex Moroz the tours managing partner.

For more information, please visit www.LegendsAndHeroesTour.org