



MOTOCROSS HISTORY THE RIDERS AND THE BIKES...

For Immediate Release

Contact:

Tami Greenhill
Promotions Manager
Cell 951-313-0380

Tami@LegendsAndHeroesTour.org

www.LegendsAndHeroesTour.org

Preserving the history of Motocross, the machines and the racers of this great sport!



Legends and Heroes Front and Center at Pro Motocross Championship

MORGANTOWN, W.Va. - With the 40th season of American Motocross just hours away, the popular Legends and Heroes of Motocross tour is ready to celebrate four decades of action with its unique display of vintage and legendary motorcycles.

Beginning this weekend at the season-opening Rockstar Energy [Hangtown](#) National, the Legends and Heroes tour will be on site throughout the summer at all 12 rounds of the championship. Many of the most celebrated machines from each decade of competition since the inaugural 1972 season will be present, looking as if they were straight off the showroom floor.

"With the 40th year of American Motocross now upon us, it's very fitting that the Legends and Heroes of Motocross tour is front and center throughout the Lucas Oil AMA Pro Motocross Championship," said MX Sports Pro Racing Vice President Davey Coombs. "As a motocross enthusiast all my life, I could spend hours checking out all of the classic bikes and retro gear, and it's all so well set-up and displayed that my kids, head straight to the Legends and Heroes rig every time just to see all of the trick stuff from yesteryear. What the Legends and Heroes team has built over the years is a vital reminder of the reasons we all got involved in this great sport in the first place."

This weekend's display at [Hangtown](#) will present the brand new West Coast Moto 2 museum - one of two mobile moto museums that will travel the entire motocross season. Designed by managing partner Mike Owens of Southern California, the Moto 2 museum is a true walk-through timeline display of the coolest motocross machines and legacy of the champions that helped build the popularity of the sport.



As an added bonus, Husqvarna legend Gunnar Lindstrum, along with 1972 AMA 500cc National Champion and 1982 FIM 500cc World Champion Brad Lackey, will be on hand to meet with the fans and launch this new venture.

The 2011 Lucas Oil AMA Pro Motocross Championship kicks off tomorrow, May 21, at the Rockstar Energy [Hangtown](#) National. Gates drop at 4 p.m. EST.

Tickets for the upcoming Lucas Oil AMA Pro Motocross Championship are on sale now at www.allisports.com. Special discounts and incentives are available for advance ticket purchasers.

For more information on the 2011 tour, please log on to www.allisports.com/motocross.

For media information about the Lucas Oil AMA Pro Motocross Championship, please contact Media Manager Brandon Short via email at media@mxsportsproracing.com or by phone at 949-365-5750.

MX Sports Pro Racing

MX Sports Pro Racing manages and produces the world's most prestigious motocross series - the Lucas Oil AMA Pro Motocross Championship. The industry leader in off road powersport event production and management, its mission is to showcase the sport of professional motocross competition at events throughout the United States. Through its various racing properties, partnerships and affiliates, MX Sports Pro Racing organizes events for thousands of action sports athletes each year and attracts millions of motorsports spectators. Visit www.mxsportsproracing.com.

Alli, the Alliance of Action Sports

Alli, the Alliance of Action Sports, is a global business that encompasses national and international action sports tours and events, multimedia production, and a consumer facing lifestyle brand. The Alliance includes: the Lucas Oil AMA Pro Motocross Championship, the Dew Tour, Winter Dew Tour, China Invitational, , King of Wake series, and the Gatorade Free Flow Tour. Alli TV Productions creates original content, produces and presents content with partners, and distributes Alli content through a variety of channels. Alli is owned by NBC Sports and MTV Networks and represents a network of athletes, fans, brands and properties. Its mission is to facilitate the momentous growth of action sports, through competition and lifestyle, for a new generation of fans and athletes. The Alli properties are home to more than 550,000 spectators each year and broadcasts more than 150 hours of original content in 100 countries and 280 million homes worldwide. Visit www.allisports.com.

Lucas Oil Products

Lucas Oil is a worldwide leader in the production of oils, lubricants and additives. Based in Corona, Calif., Lucas Oil Products is one of the fastest-growing additive lines in the consumer automotive industry, featuring a premium line of oils, lubricants and problem-solving performance additives. Through innovative product research and development, along with aggressive marketing programs, Lucas Oil Products has established itself as the top-selling additive line in the American truck-stop industry. Lucas Oil is involved in an array of motorsports sponsorships, including the "Official Motor Oil of the AMA Pro Motocross Championship." Visit www.LucasOil.com.

AMA Pro Racing

AMA Pro Racing is the premier professional motorcycle racing sanctioning body in the United States, operating a full schedule of events and championships for a variety of motorcycle disciplines. From its Daytona Beach headquarters, the organization sanctions professional motorcycle racing competition, which includes, AMA Pro Motocross, AMA Pro Road Racing, and AMA Pro Flat Track. Visit www.amaproring.com.

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 General Managing Partner. The Moto Museums will tour all 12 Lucas Oil AMA Pro Motocross Championship events for 2011. Visit www.legendandheroestour.org.