

## **Sturgis Buffalo Chip® Biker Belles® Revealing “Two-Wheeled Transformation”**

*The annual Biker Belles charity event is a celebration of women in the world of motorcycling. Whether you ride your own bike or prefer being the passenger, this Sturgis Buffalo Chip® hosted event, billed as a day of “Real Riders, Real Stories, Real Passion” offers a great opportunity to meet new friends and be alongside pioneering women who continue to influence the world of motorcycling today.*

Buffalo Chip, SD ([PRWEB](#)) May 03, 2016 -- The sport of motorcycling has witnessed considerable changes over the years. The bikes themselves have become more reliable, comfortable and safer. Not only have the bikes and attitudes about bikes and bikers changed, but the act of riding itself transforms the attitude of the rider. The eighth annual Sturgis Buffalo Chip®’s Biker Belles® event, a day of real riders, real stories and real passion, will this year feature a new scenic guided ride and a day of festivities highlighted by a symposium exploring the role the motorcycle plays in transforming lives titled, “Two-Wheeled Transformation.” The event, created to raise awareness of the passion, diversity and spirit of women in motorcycling and to raise funds for local worthy charities will take place on Tuesday, Aug. 9, from 8:30 a.m. to 2 p.m.

### 2016 Biker Belles Schedule

8:30 a.m. - The day begins with registration and an opportunity to meet antique motorcycle racer, Britteny Olsen at the Buffalo Chip’s CrossRoads.

9:30 a.m. - All are invited to take part in a guided ride through the picturesque Black Hills led by Ride Captain and safety expert, Vicki Roberts Sanfelipo.

11:00 a.m. – Registration opens at The Lodge at Deadwood for those not participating in the ride.

11:30 a.m. – The ride arrives at The Lodge at Deadwood for a catered lunch, a pampering at the “Comfort Zone” by Team Diva, a silent auction, uplifting songs and stories by Iron Cowgirl Missy and an inspiring program.

12:30 p.m. - The symposium, “Two-Wheeled Transformation,” moderated by famed motorcycle industry chronicler, Marilyn Stemp, will include a team of trade experts such as celebrated riders Leticia Cline and Jody Perewitz. Documentarian Michelle Carpenter will offer a preview of her new movie, “Klocked: Women with Horsepower,” the story of land speed record-holder, Laura Klock and her daughters, Erika and Karlee Cobb.

1:45 p.m. – All participants will gather for inclusion in the Biker Belles official group photo.

### Building Momentum

A new, strongly emerging women’s motorcycle culture, signaled by an increase in women’s riding communities and causes, has been gaining an unprecedented amount of momentum in the last couple of years and the long-standing legacy of the Biker Belles welcomes the attention. All—men and women, riders and non-riders—are welcome to join this gathering of mentorship and sharing.

“When we created the Biker Belles ride in 2009, we’d hoped it would change people’s lives for the better,” said program coordinator, Toni Woodruff. “It’s amazing to see nearly a decade later how much it truly has. The ride represents many positive elements of the motorcycle community - encouragement, empowerment, mentorship and charity. Each year this group has inspired amazing and unexpected connections among participants and the community as a whole. I hope you will join us on the journey.”

#### How To Register

Participants are asked to make a \$60 contribution to join the festivities, 100 percent of which directly benefit two South Dakota charities that benefit women-related causes, Helping with Horsepower and the Sturgis Motorcycle Museum & Hall of Fame. Reservations may be made by visiting [BikerBelles.com](http://BikerBelles.com) or by calling (605) 347-9000.

#### About Biker Belles®

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#### About The Sturgis Buffalo Chip

The Sturgis Buffalo Chip is the Largest Music Festival in Motorcycling™. Established in 1981, the venue’s nine-day festival, known as The Best Party Anywhere®, remains one of the world’s most televised and longest running independent music festivals. Buffalo Chip guests have the freedom to party and play while experiencing world-class concerts, outrageous events, moving freedom celebrations, thrilling PowerSports and more. Located three miles east of Sturgis, SD on 600 creek-fed acres, it offers cabins, RVs, camping, a swimming hole, bars, mouth-watering food, showers, paved roads, and more to visitors traveling from all corners of the world. The Chip's concerts are free with camping. More details are available at [www.BuffaloChip.com](http://www.BuffaloChip.com).



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