



**CONTACT:**

Cynthia p Dunne 602.570.7828

[Cynthia@fleurcomgroup.com](mailto:Cynthia@fleurcomgroup.com)

Bailey Johnson 602.885.3976

[Bailey@fleurcomgroup.com](mailto:Bailey@fleurcomgroup.com)

**FOR IMMEDIATE RELEASE**

***Arizona's First 'Ride-through Bar' is Gateway Entry to Event***

## **First Ever *Phoenix Bikefest™* Roars into 2014**

**Fri. – Sun., April 4-6, at Wild Horse Pass Hotel & Casino**

***A New Experience for Arizona Motorcycle Enthusiasts***

**Chandler, Ariz. (Dec. 17, 2013)** – Area Harley-Davidson® Dealers deliver a roaring first-ever Phoenix Bikefest™ Fri., April 4 – Sun., April 6, 2014, to the site of Wild Horse Pass Hotel & Casino. The FREE event welcomes riders, spectators and enthusiasts to explore the world of motorcycles, clothing, gear, design and much more.

Valley Harley-Davidson dealers including Arrowhead Harley-Davidson®, Buddy Stubbs Harley-Davidson®, Chandler Harley-Davidson®, Chester's Harley-Davidson®, Superstition Harley-Davidson® and RideNow Powersports along with Barry Caraway of Cyclerrides.com present a roaring inaugural spectacle of food, music and good times in the form of Phoenix Bikefest, produced by R Entertainment Company. Wild Horse Pass Hotel & Casino hosts the event at its new high-profile festival grounds adjacent to I-10 Freeway, in Chandler, Ariz.

"We are excited to bring the riding community together for a free event thanking our loyal customers for their continued support. This is an event solely with the customer's wishes in mind at a venue with unlimited potential," said Jack Stubbs of Buddy Stubbs Harley-Davidson®.

Bev LeResche of Superstition Harley-Davidson® said: "We really wanted to put together a huge party for all bikers. It's exciting to be a part of something that brings us all together."

Phoenix Bikefest also features participants Indian Motorcycle, BMW, Aprilia, Ducati, KTM, Moto Guzzi, Triumph, Can Am, Polaris, Suzuki, Yamaha, Spyder, Honda and Kawasaki.

In addition, this first-ever Phoenix Bikefest will serve as an exciting demonstration showcase -- fire up the new 2014 lineup of your favorite motorcycles and demo Side x Sides on the famous Lucas off-road track. Even watercraft activity is in the works.

**- M O R E -**

## **Phoenix Bikefest™ Coming April 4-6, 2014 / 2**

A highlight of the event will be Arizona's first-ever "ride-through bar," serving as gateway entry to the event that naturally creates a parade of arriving bikes, which onlookers can enjoy throughout the day.

Said Caraway of Cycleries.com: "I have always wanted to see an event where the rider can be part of the venue. I think the ride through the bar is going to become the place to be to watch all of the riders coming in to enjoy the event."

Among weekend highlights is food, drink, vendors of all kinds, a Bike Show and live music throughout the day, including an evening concert headliner [with separate admission]. More details to come.

Guests also are welcome to test ride the latest and greatest in the motorcycle industry, including the new 2014 Harley-Davidson lineup, and the 2014 Can-Am Spyder RT. Guests can stroll and enjoy the event grounds as well as the nearby 100,000 square foot Wild Horse Pass Casino.

"It's good to be a part of a team that lives the life and is the culture. We want to build more than an event, we want to build an experience," said Matt Petrovich, Director of Marketing for RideNow Powersports.

For more information on Phoenix Bikefest at Wild Horse Pass Hotel & Casino, or to participate as a vendor at Phoenix Bikefest, contact Barry Caraway at [barry@phoenixbikefest.com](mailto:barry@phoenixbikefest.com) or visit [www.Phoenixbikefest.com](http://www.Phoenixbikefest.com). Also "Like" us on Facebook and check for frequent updates ([www.Facebook.com/phoenixbikefest](https://www.facebook.com/phoenixbikefest)).

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