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2011 HOKA HEY MOTORCYCLE CHALLENGE 3/48 WILL TEST LIMITS

**Challengers to Cover 10,000+ Miles, Three Countries and all 48 Contiguous States
in an Endurance Ride With \$1 Million Prize Money**

Mesa, Arizona – On August 5, 2011, intrepid riders from around the globe will gather in San Diego, CA for the start of the world’s greatest motorcycle endurance ride – the Hoka Hey Motorcycle Challenge 3/48™. Aptly named after a rallying call of the Sioux Indians, this warriors’ ride is designed to expand each rider’s spirit by testing his physical, mental and emotional boundaries. The 2011 Hoka Hey Motorcycle Challenge features two divisions, which will depart separately, with riders competing against motorcycles in their class for more than \$1 million in total event prizes. Division One includes all American-made air-cooled V-Twin motorcycles. Division Two includes motorcycles of all other makes and models. The route will encompass a 10,000-plus mile course that dips down into Mexico, touches each of the 48 contiguous states and three countries to finish in Glace Bay, Nova Scotia.

The [first-ever](#) Hoka Hey Motorcycle Challenge took place this past summer. Hundreds of riders left Key West, FL on an 8,543 mile route that ended in Homer, AK, with nearly one-third crossing the finish line by the July 4 deadline. The [winner](#), Will Barclay of Highlands, FL, completed the run in a little over eight days and was awarded the \$500,000 purse during the Sturgis Motorcycle Rally in August. According to Barclay, “This was the best motorcycling event that I’ve ever seen and certainly one of the best experiences in my life.” An avid adventure seeker, Barclay was pleased with the imperfections and challenges that the event provided noting, “By pushing me outside of my physical and mental performance limits, the event actually expanded them.”

After successfully proving the concept and gaining tens of thousands fans during the inaugural Challenge, organizers are planning a bigger and bolder event for 2011. The philosophy and guidelines remain the same and riders can expect to be constantly challenged as they head off on an unknown course with fresh directions provided at each checkpoint, traverse back roads and byroads and spend nights outside next to their bikes — in whatever weather Mother Nature provides. In addition to the second competing division, longer course and larger purse offered for the 2011 event, riders and spectators can also expect several new aspects of the event. The kick-off promises to be epic with two days of music, vendors, entertainment and more leading up to the official start in San Diego. Activities are also planned at checkpoints along the route and during the mandatory 24-hour lay day, which will take place during the 2011 Sturgis Rally. A huge finale is planned after the ride's completion in Glace Bay, Nova Scotia.

A dramatic three-part miniseries, featuring footage and stories from the 2010 Challenge, will build awareness and excitement when it airs in spring of 2011. In addition, event organizers are planning extensive social media and online campaigns. Major sponsorships are currently being developed and the Hoka Hey presence will soon be visible throughout the biking community.

Hoka Hey also incorporates community spirit into the event. The inaugural challenge helped to create visibility for the lack of running water on the Pine Ridge Indian reservation. Since then, several riders have used the event name to help raise funds for charities. On October 10th, Barclay used his status as Hoka Hey champion when he served as Grand Marshal of the Bruce Rossmeyer Annual Ride for Children, a fundraiser for children with chronic or life threatening illnesses to attend camp.

About the Hoka Hey Motorcycle Challenge 3/48

The Hoka Hey Motorcycle Challenge 3/48 is an endurance event that [covers 10,000+ miles](#), crossing three countries and all 48 contiguous states, with riders competing for over \$1 million in prizes. The Challenge begins August 5, 2011 in San Diego, CA and ends in Glace Bay, Nova Scotia on August 21, 2011. Motorcyclists can compete in one of two divisions and entries are already being accepted for the 2011 Hoka Hey Motorcycle Challenge 3/48. The entry fee is \$1,000 and riders must be at least 18 years of age to participate. Applications can be found online at www.hokaheychallenge.com. For more information about the Hoka Hey Motorcycle Challenge 3/48 and a [photo gallery](#) of the inaugural event, visit www.hokaheychallenge.com.