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Contact:

Karen Meyer

Ph: 303-757-6718; Fax: 303-757-0146

E-mail: Karen@KarenMeyer.com

2010 HOKA KEY CHALLENGE WINNER RECEIVES \$500,000 CHECK DURING CELEBRATION AT THE STURGIS MOTORCYCLE RALLY

Plans for 2011 Hoka Hey Challenge Announced

STURGIS, SD – A crowd of Hoka Hey riders, fans and motorcycle enthusiasts gathered at the Broken Spoke Campground in Sturgis, SD to celebrate the Hoka Hey Motorcycle Challenge and witness the award presentation to the events winner. First place finisher, Will Barclay of Highlands, FL, proudly held up one end of a huge presentation check in the amount of \$500,000 as event organizer, Jim Red Cloud pronounced him, the toughest motorcycle rider on the planet at the moment. Barclay was already half-a-million dollars richer, having received the actual funds through a wire to his bank account on July 29th. Red Cloud concluded his remarks amidst chants of, “Hoka Hey!” “Hoka Hey!” by stating, “Were going to do it again (in 2011). Were running 10,000 plus miles from San Diego to Nova Scotia, and were putting up one million dollars.”

The 2010 Hoka Hey Motorcycle Challenge was a motorcycle challenge that covered 8,543 miles between Key West, Florida and Homer, Alaska. On June 20th, several hundred riders crossed the starting line of what would prove to be both a physically and mentally challenging event. Planned by Red Cloud and his wife, Beth Durham, as a way of creating visibility for the lack of running water on the Pine Ridge Indian reservation in South Dakota, and other named charities, the event called to riders’ inner warrior spirit.

Red Cloud modified what is known to some as the battle cry of legendary Sioux warrior, Crazy Horse, *It’s a good day to die*, to *It’s a good day to ride!* in order to personify the adventuresome spirit of the ride.

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In addition to the vast length of the ride, the contest was made even more challenging by several contest rules. All riders were required to ride Harley Davidson bikes with air-cooled V-twin engines. Water-cooled engines or trailers were not permitted. The route traveled primarily over secondary roads, with riders receiving directions and maps at each checkpoint – making advance planning difficult, if not impossible. Riders were not permitted to sleep indoors along the way.

Surmounting these challenges, 50-year-old Barclay arrived at the finish line in Homer, Alaska eight days and nine hours after he left Key West. He traveled 9,147 miles at an average speed of 47 mph, including stops to sleep and refuel. He later participated in a series of verification checks to ensure he had signed in at each checkpoint and had complied with the rules, which prohibited such things as excessive speed and using performance-enhancing drugs or GPS. Less than one day after completing his final polygraph test, Barclay received a wire transfer of \$500,000 to his bank account.

About The Hoka Hey Motorcycle Challenge

The Hoka Hey Motorcycle Challenge is an endurance event covering 8,500+ miles, spanning two countries and crossing numerous mountain ranges, 33 Indian reservations, 25 national forests, eight deserts and six national parks. The ride began on June 20, 2010 in Key West, Florida with an official end on July 4, 2010 in Homer, Alaska. The grand prize for the first-place qualified finisher is \$500,000. The Hoka Hey Motorcycle Challenge is limited to 1,000 entrants, each of whom must participate on a Harley Davidson bike with air-cooled V-twin engines. Organizers, Jim Red Cloud and Beth Durham, hope the ride will help raise money and awareness for eight named charities, which include veterans' and Native American causes and the National Multiple Sclerosis Society.

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