

MEDIA ADVISORY – RELEASE IMMEDIATELY

CONTACT:

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BOOK RELEASE: "*FUN CYCLE*" SPECIAL EDITION FOR THE 75TH ANNIVERSARY OF THE WORLD'S LEADING MOTORCYCLE RALLY SUPPORTING: Motorcycle Charity Associates Inc.

WHAT: ONE MILLION PEOPLE, or more, are expected to attend the 75th Anniversary of a Motorcycle Rally in Sturgis, South Dakota August 3-9, 2015. The Book, *Fun Cycle*, is to explain, exhibit, and enlighten one's understanding of this Mother of all motorcycle gatherings. *Fun Cycle* guides the reader down a path ingrained in America's popular culture. The author includes memoirs from the 50th Anniversary, when the Rally went from under 100K to over 500K in attendance. Where's it all headed? Has it peaked, is it continuing to grow, another game changer, or was it just, a fun cycle? A fun read and a fun ride.

WHY: General Public, Motorcycle Enthusiasts, Motorcycle Industry Professionals, want to know. Proceeds go to Charity. Motorcycle Enthusiasts are everywhere! Now more than ever. You don't need a bike to be one, see one, or hear one ride by. Every state, every country, and towns around the world, hold regular motorcycle enthusiast events. Many have raised significant funds for charity. Activities include: races, bike shows, entertainment, games, parades, beauty contests, and much more. The economy gets a boost in areas such as retail, goods and services, rental properties, and tourism.

WHO:

Author: Billy Gordon

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Related websites:

www.Fun-Cycle.org

www.MotorcycleCharity.org

www.MotorcycleEntertain.com

www.MotorcycleCharityAssociates.org

www.VIPRide.net

Watch: approx. 1 minute YouTube:

Story about the book *Fun Cycle* -

<https://youtu.be/nvLaS43A74Y>



Link to high resolution book cover

<http://motorcyclecharity.org/FCCover18C.jpg>

WHERE: Most Outlets or

EBook Amazon Kindle <http://www.amazon.com/dp/B00VU5UBF8>

EBook Barnes & Noble <http://www.barnesandnoble.com/w/fun-cycle-special-edition-for-the-75th-anniversary-of-americas-leading-motorcycle-rally-billy-gordon/1121104795?ean=9781783017225%20#sthash.S1syxusb.dpuf>

Amazon Print 6X9 ISBN# 978-1505813814 <https://www.createspace.com/Preview/1168041>

Amazon Print 8½X11 ISBN# 978-1505555196 <https://www.createspace.com/Preview/1160863>

MCA Mission: To produce and promote events, sharing the common goal of supporting worthwhile 501(c)(3) charities in research, education, community programs, health services and advocacy efforts.