



FOR IMMEDIATE RELEASE
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Sturgis SD – Michael Ballard and Jesse James Dupree named Co-Grand Marshals of the City of Sturgis 17th Annual Sturgis Mayor’s Ride during the 79th Sturgis® Motorcycle Rally™.

The City of Sturgis has announced that the Co-Grand Marshals of the 17th Annual Sturgis Mayor’s Ride are Michael Ballard and Jesse James Dupree, of The Full Throttle Saloon and Pappy Hoel Campground.

“It’s an iconic ride and it has been growing every year, so this is a real honor,” said Ballard. “And this year is the 20th anniversary of the Full Throttle Saloon, so the timing could not be better.”

Proceeds from the ride benefit local emergency services, supporting the men & women who dedicate so much to Rally week giving aid and keeping all in attendance safe.

“It’s exciting,” said Dupree. “To be in our second year as the Official Campground of the Sturgis® Motorcycle Rally™, and now to serve as Co-Grand Marshals for such a cornerstone event of the Rally, really brings a lot of what Mike and I have done in Sturgis for the past 20 years full-circle. We’re honored.”

The ride through the Black Hills, led by Sturgis Mayor Carstensen along with the Rally’s Co-Grand Marshals Ballard and Dupree, features a stop at the Crazy Horse Memorial, and will conclude at the State Game Lodge in Custer State Park, with lunch and a presentation with Mayor Carstensen.

For more information on the ride and the Grand Marshals visit www.sturgismotorcyclerrally.com.

For information on the Full Throttle Saloon or The Pappy Hoel Campground visit www.fullthrottlesaloon.com or www.pappyhoelcampground.com.

The 79th Sturgis® Motorcycle Rally™ takes place August 2-11, 2019. For event-related news and schedules, visit www.sturgismotorcyclerrally.com.

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