



## Press Release

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FOR IMMEDIATE RELEASE

June 2nd, 2021

STURGIS, SD

THE LAST AMERICAN DAREDEVIL COLE FREEMAN TO ATTEMPT THE JUMP OF ALL JUMPS & GIVEAWAY A CUSTOM MOTORCYCLE AT 81ST STURGIS MOTORCYCLE RALLY SATURDAY AUGUST 14th, 2021 @ 11am

Daredevil, emergency responder and American hero COLE FREEMAN presents one of the most iconic stunts to take place in Downtown Sturgis during the city's 81st Sturgis Motorcycle Rally. Freeman will inject adrenaline-fueled thrills and champion support for non-profit group RESPONDER RESCUE as the main event during the Rally's closing ceremonies.

Having completed more than 200 jumps in his 5+ yearlong jumping career and 17+ years as motorcycle stunt-man and nationally acclaimed daredevil, Cole continues to pioneer the industry with his modified Harley-Davidson XG750, through both extreme stunt-show entertainment and paying homage to his childhood hero, Evel Knievel.

Also taking place, the 1st Annual American Daredevil's Block Party, presented by Cole Freeman. VIP ticket holders to enjoy downhome BBQ presented by St. Louis based Sugarfire Smokehouse. With pre-event festivities joined by industry professionals and an exclusive autograph and Q&A session with Cole. To benefit St. Louis charity Responder Rescue, Cole will design and build a one-of-a-kind custom motorcycle giving it away the day of the show. VIP Block Party ticket holders automatically receive one giveaway entry. Additional entries for VIPs and Sturgis attendees and supporters world-wide can be had at the [American Daredevil Block Party](#) event site. Complete bike giveaway details and additional information also available. Winner does not have to be present to win, no purchase necessary. VIP Tickets & Raffle Entry Details >>> [bit.ly/ADDBLOCKPARTY](http://bit.ly/ADDBLOCKPARTY)

***Cole Freeman (American Daredevil)*** - "I've had this poster of Main Street above my bed since I was 12, ever since my first time going to Sturgis. Knowing I got to jump my Harley [his record-setting stunt for the Rally's 2019 Opening Ceremonies drawing 30,000+ spectators] over that iconic street is humbling. Not only is it an honor to be the only man to fly a motorcycle over Main Street Sturgis, but I am blessed to be able to entertain at the World's most famous motorcycle rally! This is my absolute passion -- and I'm beyond excited to raise money for first responders while doing what I love."

***Jerry Cole (Rally Director)*** - "It's great to have Cole back during the 81st for a jump over Main Street. This type of daredevil event is what the City of Sturgis Motorcycle Rally was founded on, and we are excited to continue that legacy."

Join the **American Daredevil Block Party 2021** at the 81st Sturgis Motorcycle Rally on Saturday, August 14th, 2021 by snagging your tickets early, and staying late.  
*Real late.*