



1040 Harley-Davidson Way  
Sturgis, SD 57785  
www.sturgis-sd.gov

Voice: (605) 347-4422  
Fax: (605) 347-4861  
csteele@sturgisgov.com

FOR IMMEDIATE RELEASE  
October 3, 2019

Contact: Christina Steele  
Public Information Officer  
(605)347-4422 ext. 6  
csteele@sturgisgov.com

NEWS UPDATE: City of Sturgis announces, "Give Back" Rally Campaign numbers.

STURGIS, SD - Sturgis City Manager, Daniel Ainslie, says the Sturgis® Motorcycle Rally™ hosts not only motorcycles, food and music, it also generates thousands of dollars to help local charities provide services to Black Hills Communities year around. The Sturgis® Motorcycle Rally™ is often a significant funding source for many of our non-profit agencies.

The following list includes several of the donations to local and national charities made possible by the Sturgis Motorcycle Rally:

<i>Donation Source</i>	<i>Recipient</i>	<i>Amount</i>
City of Sturgis	Sturgis Rally Charities*	\$ 20,177
City of Sturgis PAL MC Raffle	Police Athletic League	\$ 3,500
City of Sturgis 5K	Sturgis Rally Charities	\$ 1,519
Mayor's Poker Tournament	Sturgis Rally Charities	\$ 1,350
Mayor's Ride	Several Local Organizations	\$ 35,000
Brown-Forman/Jack Daniel's	Local Charities	\$ 35,000
1 <sup>st</sup> Interstate Bank parking lot	Youth Charities	\$ 10,778
Sturgis Churches	Local Charitable Causes	\$ 49,330
Sturgis Brown High School	Local Youth Charity	\$ 8,042
Hamsters	LifeScape in Rapid City	\$ 318,344
Buffalo Chip	Numerous Charities	\$ 132,076
Carey Hart's Good Ride	Infinite Hero Military Charity	\$ 13,000
<b>Total Charitable Donations</b>		<b>\$ 628,116</b>

\*Sturgis Rally Charities is a local, non-profit foundation that re-distributes donated funds to local non-profit agencies within the greater Sturgis area.

Additionally, thousands of charitable dollars are raised by private organizations and businesses. The Sturgis® Motorcycle Rally™ is a 10-day event held each year in Sturgis, South Dakota. The 80<sup>th</sup> Anniversary of the event will take place August 7-16, 2020. For more information about the Sturgis® Motorcycle Rally™ visit [www.sturgismotorcyclerrally.com](http://www.sturgismotorcyclerrally.com).