

## Dan Aykroyd to lead mass ride on customized 'Dino Bike'

**Celebrities and bikers ride together for inaugural Mighty Peace Harley-Davidson Aykroyd Family Ride**

### News Release

May 26, 2014 – FOR IMMEDIATE RELEASE

GRANDE PRAIRIE, AB – On August 9, approximately 1,000 bikers will join together to ride en masse to the Philip J. Currie Dinosaur Museum to celebrate the museum building's completion. Canadian actor Dan Aykroyd will lead the charge on an autographed, 'dino-customized' 2014 Softail Breakout with other celebrities close behind. The ride – the first of what will become an annual fundraising event – will begin at the Mighty Peace Harley-Davidson dealership in Grande Prairie and end at the Philip J. Currie Dinosaur Museum. The ride will arrive with great fanfare just in time for the ribbon-cutting ceremony celebrating the museum building's completion.

Motorcyclists wishing to register can do so online at [www.curriemuseum.ca](http://www.curriemuseum.ca), under 'Events.' The Mighty Peace Harley-Davidson website, [www.mphd.ca](http://www.mphd.ca), will also link to online registration. For more information or to register off-line, please contact Dawn at (780) 532-2362 x. 1. All proceeds to go to the museum project. Local riders riding solo may be asked to take a celebrity partner along for the ride.

The 'dino-customized' Harley-Davidson Softail Breakout 'Dino Bike' has been donated by Mighty Peace Harley-Davidson as a fundraiser for the Currie Museum. Customized by local company Chaotic Kustoms, the bike will be autographed by Dan Aykroyd and raffled off at the Museum's Amber Ball fundraising gala on August 9<sup>th</sup>, at 10 p.m. Tickets may be purchased at the Mighty Peace Harley-Davidson dealership, the Royal Canadian Legion Grande Prairie or the Pipestone Creek Dinosaur Initiative offices, at \$100 per ticket, beginning May 28, 2014. Only 600 will be sold. The winner is not required to be on location at the time of the draw.

Riders for the Mighty Peace Harley-Davidson Aykroyd Family Ride must register in advance; there is a minimum \$20 donation to register.



Ride Schedule:

**9 am to noon:** Riders check in at Mighty Peace Harley-Davidson dealership (12401 99th St, Grande Prairie) and sign ride waivers.

**12:15 pm:** Ride leaves dealership in Grande Prairie.

Arrive by **1:30 pm** at Philip J. Currie Dinosaur Museum site in Wembley for the museum's Ribbon-Cutting Ceremony.

Photos by MAJ Photography

Dino Bike I: The customized 2014 Harley Davidson Softail Breakout that will be signed by Dan Aykroyd and raffled off to support the Philip J. Currie Dinosaur Museum.

Dino Bike II: Mark Doar, artist and owner of Chaotic Kustoms and Lindsey German, general manager of Mighty Peace Harley-Davidson, unveil the bike.

-30-

***About the Philip J. Currie Dinosaur Museum and the Pipestone Creek Dinosaur Initiative***

*The Philip J. Currie Dinosaur Museum, scheduled to open its doors in December 2014, will be a 41,000 sq. foot, world-class facility highlighting the rich fossil resources of Northern Alberta. Named for Dr. Philip Currie, Canada's preeminent palaeontologist, the museum, located in Wembley AB will serve as a hub of education and science in the area. The Pipestone Creek Dinosaur Initiative is the omnibus term for the project team tasked with the realization of the museum.*

***About Mighty Peace Harley-Davidson***

*Mighty Peace Harley-Davidson® is dedicated to building lifelong friendships throughout the Peace Region. We aspire to fill your dreams by providing trusted, personalized customer service. Come check us out, we are here to serve your riding needs. Whether it's service on your ride, looking for a sweet deal, trading in, or even just browsing, we look forward to serving you. We welcome you to join our family!*

For more information please contact:

Erika Sherk  
PCDI Communications and Marketing Manager  
phone: (780) 532-2362 x. 5  
mobile: (780) 512-6113  
email: esherk@countygp.ab.ca

Emilia Hovorka  
Public Relations, Mighty Peace Harley-Davidson  
mobile: (780) 402-1157  
email: info@smartguide.com