

NEWS RELEASE

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FOR IMMEDIATE RELEASE

MOTO RIDERS VS. RADIO DJs IN "GRUDGE MATCH" WINNER GETS MOTORCYCLE AND GOES TO SUPERCROSS

Monday, March 28, 7:00 am

San Bernardino, CA- This year during White Brother's 4-stroke race held at Glen Helen raceway there will be a new twist. X 103.9, Honda Yamaha of Redlands and Glen Helen have all partnered up in the 1st Annual "Grudge Match". Advertising consultant, Mr. Jody Sigmund has helped create this promotion as a way for his client, (HYR) Honda Yamaha of Redlands to give something back to the community.

Sigmund said; "This whole thing started when our client (HYR), wanted to do something for new and novice motorcycle riders. We put together a riders training series called '**Pro Rider Series**' that allowed these motocross enthusiasts to come out to Glen Helen's track and train with one of HYR's pro riders (Brian McCulloch)". It was promoted on air with X 103.9 DJs inviting riders out to Glen Helen with Brian McCulloch on a closed track.

The promotion exploded, soon sponsors wanted in on this just to get in front of the riders. One of the winners that showed up set up a whole booth for "Go Army" giving away sports bottles and many other gifts to the riders that had won that month. Tony Raley, owner of HYR did not want this to be a means to sell or promote anything, just a way to give back to the riders so the promotion does not allow for sponsors to sell anything. Raley said; "We just felt a need to get new riders out there and learn the basics before they injure themselves".

"The Grudge Match" will be held on April 23rd at Glen Helen's REM track. Riders must pre register on X 103.9's website (www.x1039.com) or by calling into the station. Riders will race against each other in several different heats broken down by age and ability and the winners will go head-to-head against certain DJs for a chance at the brand new Honda 50cc being given away by Honda Yamaha of Redlands. Also on the list of prizes will be two tickets to Supercross in Vegas and hotel plus much more. Brian McCulloch will be in the Grudge match to help knock out the DJs and give an advantage to the riders.

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