



**For Immediate Release**

Re: The Four Corners Biker Rally is alive and well. The traditional Labor Day motorcycle rally in the Four Corners Area will continue with the support of the local business community.

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The very popular Four Corners Biker Rally is alive and well for 2007. Business organizations from communities all over the Four Corners area are supporting the rally in a unique way this year with a variety of local events that represent the entire Four Corners area.

This year the rally is being organized on a “Sturgis-like” format with events in several communities that include free access to vendor areas. The emphasis on variety and multiple locations will be the key to a unique rally experience in 2007.

Business owners and chamber organizations from Cortez, Durango, Farmington, Ignacio, Mancos, Ouray and Silverton are already working *together* to welcome riders and provide entertainment that allow several options for rides and entertainment during the Labor Day weekend event. This new approach allows rally visitors to “choose their own medicine” or simply ride the San Juan Loop for a relaxing day in the saddle. Poker runs, Harley-Davidson demo fleet, raffles, concerts, a bike show, cookouts, and incredibly scenic rides await all who attend the 2007 Four Corners Biker Rally. With plenty of camping and hotels in the Four Corners area, attendees can choose their favorite location for lodging and enjoy the incredible scenery and friendships that have come to characterize the Four Corners Rally.

Be sure to visit the *Official Rally Website* at [www.fourcornersbikerrally.com](http://www.fourcornersbikerrally.com) for more information. The website continues to add content and information as more details are finalized. Stay tuned for concert bands, free vendor areas, maps and more. The website also offers some great photos along with direct links to key sponsors and lodging information. Check it out for all your rally information needs.

Interested in being a part of this new and improved rally concept? Sponsorship information is available on our website. Current Platinum level sponsors include the Cortez Retail Enhancement Association, Durango Harley-Davidson, and Four Corners Harley-Davidson. Chrome level sponsors include Blondies Pub and Grub. Steel level sponsors include Mancos Valley Chamber of Commerce, Ouray Chamber Resort Association and The Valley Inn.