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25th ANNUAL LAUGHLIN RIVER RUN SET FOR APRIL 25-29, 2007

LAUGHLIN, NV – Celebrating a quarter-century of rolling thunder along Colorado River, the 25th Annual Laughlin River Run will bring an estimated 60,000 people and motorcycles of every imaginable variety to this Southern Nevada community April 25-29, with hundreds of vendors and exhibits, entertainment and special events along a popular stretch of the Colorado River. The event has become the largest bike rally in the western United States, according to Event Coordinator Joe O'Day of Dal-Con Promotions, which founded and continues as the official event organizer of the River Run.

"We're proud to reach the quarter-century mark," said O'Day. "When you see the event today, it's hard to believe it started with only 426 people back in 1983. Now it's four days of wall-to-wall bikes, exhibits, vendors, live entertainment and people of all shapes and sizes!"

The Laughlin rally is distinctive among motorcycle events because Laughlin itself is uncommon in its geography, with 10 major casino resorts and almost 11,000 hotel rooms along a two-mile stretch of Casino Drive.

"What makes the River Run so unique among bike rallies is that everything is literally at your front doorstep," O'Day explains. "The Laughlin resorts make a great backdrop for this event - first-class hotel accommodations, restaurants, casino gaming - and then, when you walk out the front door, all of the top-name motorcycle manufacturers, distributors, tradeshow exhibits and entertainment are right in front of you. There is so much to do and see that you can park your motorcycle when you first arrive and never get back on it until you leave."

Estimates indicate nearly 70,000 people attended during the four days of the 2006 event, one of the largest crowds ever. The event raises money for charity each year through the Laughlin River Run Foundation, Dal-Con donates a portions of its event proceeds to local and national charities. Last years benefactors included Easter Seals, Boys & Girls Clubs of the Colorado River, Susan G. Koman Breast Cancer Foundation, Colorado River Food Bank, Silver Rider Christmas Fund and American Heroes Foundation, which benefits veterans in the region. "We expect to raise about \$50,000 for charity this year," O'Day reported.

In addition to giant trade show exhibit areas in casino parking lots along the length of Casino Drive, annual special events include a Poker Runs, the Custom Bike Show, Miss Laughlin River Run Pageant and test rides on new Harley-Davidson motorcycles at the Harley-Davidson factory display. Top-name entertainment abounds with performances scheduled by classic rock bands ZZ Top, The Fabulous Thunderbirds, Warrant, LA Guns and Grammy Award winning blues Guitarist Jonny Lang.

Visitors can check out all the newest motorcycle models at displays throughout the event.

"If you're in the market for a new Harley-Davidson, check out the Harley-Davidson factory display and demo fleet at the Riverside Resort," O'Day explained. "They're giving free demo rides on the new 2007 models to qualified riders." All the newest parts and accessories also will be part of the Harley-Davidson display; Harley-Davidson is the official motorcycle of the 25th Annual Laughlin River Run.

Dodge, Chrysler and Jeep is an official presenting sponsor of the Laughlin River Run and will have the newest Daimler Chrysler concept vehicles and new 2007 Dodge, Chrysler and Jeep models on display. The Jack Daniels Distillery's traveling museum also will be part of this year's Laughlin River Run.

The official Poker Run, which this year winds it way to Chloride, Arizona, and back, offers riders the opportunity to collect cards to make a poker hand for a chance to win \$4,000 in cash and Harley-Davidson merchandise certificates on Saturday. The Miss Laughlin River Run pageant also is planned for Saturday in Splash Cabaret, inside the Aquarius Casino Resort, with a \$1,000 cash prize going to the winner.

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One of the most popular annual events brings together some of the nation's best custom motorcycles for the annual Custom Bike Show held Saturday at the Pioneer Hotel and Gambling Hall with the winner's taking home \$5,000 in cash and Harley-Davidson merchandise certificates..

Among the exhibits set up all along Casino Drive will be a Rolling Art Custom Motorcycle display at the Golden Nugget featuring the creations of Arlen Ness, Corey Ness, Russell Mitchell, and Gaard Hollinger all veterans of the Discovery Channel's *Great Biker Build-Off series* and *American Thunder TV* . The Speed Channel will again be on the scene to produce an episode of the *American Thunder TV* show.

Official River Run event registration starts Wednesday, April 25, in the Starview Showroom located on the second floor at Don Laughlin's Riverside Resort, the \$45 fee includes an official event bandana, commemorative ride pin, souvenir program and a chance to win a new 2007 Harley-Davidson FXST Deuce and a bevy of Harley-Davidson merchandise certificates. For information, visit www.laughlinriverrun.com.

LAUGHLIN RIVER RUN CONCERT SERIES 2007

Rio Vista Amphitheater - Harrah's Laughlin
Jonny Lang - 9 p.m. Thursday

Aquarius Amphitheater
ZZ Top - - 9 p.m. Friday & Saturday

Don's Celebrity Theatre - Riverside Resort
The Fabulous Thunderbirds - 9 p.m. Friday & Saturday

Pioneer Hotel & Gambling Hall
Warrant & L.A. Guns – Thursday & Friday 7 p.m. & Saturday 6 p.m.

TRADE SHOW EXHIBIT AREAS - 2007

Don Laughlin's Riverside Resort, Aquarius Casino & Resort, Colorado Belle Hotel & Casino, Pioneer Hotel & Gambling Hall, Golden Nugget Laughlin, and River Palms Resort

DAL-CON PROMOTIONS - Bio

Dal-Con Promotions, Inc., is the originator and official promoter of the Laughlin River Run. Founder Dale Marschke was a franchised Harley-Davidson dealer in Southern California seeking a destination to ride with his customers for a weekend of fun. Dale was a frequent visitor to the area once known as South Point, and became acquainted with Don Laughlin, who had re-opened a bankrupt casino. The town was soon renamed after him. Dale's frequent visits forged a relationship that set the stage for the first River Run in 1983, with just 426 participants. Since then, motorcycle enthusiasts have made the annual trek each April to Laughlin for what has become the largest motorcycle event on the West Coast, with over 70,000 participants meeting at the Colorado River to enjoy four days of fun in the sun.