



June 5, 2010

NEWS RELEASE

FOR IMMEDIATE RELEASE

Charity Motorcycle Ride for MDA Heading to Luxemburg Parade Route Set

May 24, 2010 -- Green Bay – More than 1000 fund-raising motorcyclists are expected to raise over \$100,000 in this year's Packerland Ride benefiting the Muscular Dystrophy Association on Saturday, June 5. "This is the 17th year for the Packerland Ride, which has raised over \$1 million for MDA," Roxanne Shimek, MDA Regional Director, states. "The MDA clients served in Northeast Wisconsin appreciate the efforts of all the riders who make this event the largest 1-day fund-raiser in Northeast Wisconsin for MDA."

The MDA Packerland Ride is unique among area motorcycling events because it involves a local community to celebrate with the riders. This year, riders travel to Luxemburg where food, entertainment, and many activities.

The Ride includes a motorcycle bike parade that departs McCoy's at Highway 41 and Velp Avenue at 11 a.m. sharp, rain or shine. The riders work their way to Luxemburg where they will rumble down Main Street just before noon, ending at the Kewaunee County Fairgrounds. Spectators are encouraged to watch the riders anywhere along the parade route and especially downtown Luxemburg (see map).

The Luxemburg Chamber of Commerce is coordinating various community organizations will serve food to the riders and general public, including burgers, brats, hot dogs, pizza, pork sandwiches, and refreshments. Entertainment will be provided by Full House. The public is invited to participate in the oral auction to benefit MDA from 1 to 1:30. A silent auction follows from 1:30-2:45. The winner of the 2010 Harley-Davidson Heritage Softail or other vehicles raffle will be drawn at 3:00 p.m.

Packerland Ride money donated to MDA stays in northeast Wisconsin and helps sponsor weeklong visits to the MDA's summer camp at Green Lake for people ages 6 to 21. It also provides for a free clinic for MDA patients at St. Vincent Hospital, Green Bay, the only clinic in the Midwest to offer Myozyme treatment for all patients with Pompe's disease. MDA also assists with leg braces, wheelchairs, and communication devices for clients.

All makes and models of motorcycles are welcome. Non-bikers are welcome to attend the party in Luxemburg. Registration is at McCoy's West, Hwy 41 and Velp, on Friday, June 4, from 10 am – 6 p.m., and on Saturday, June 5, from 8 am – 10:30 am. A \$20 donation or pledges is asked of each rider/participant. For route details and more information, go to the Packerland Ride web site at www.packerlandride.org.

The Green Bay Harley Owners Group is a non-profit group of Harley-Davidson motorcycle enthusiasts. The local chapter participates in fund raising events and has adopted a section of highway for cleanup. Many social events are planned throughout the year to promote the enjoyment of Harley riding and motorcycle safety.

Contact

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Group

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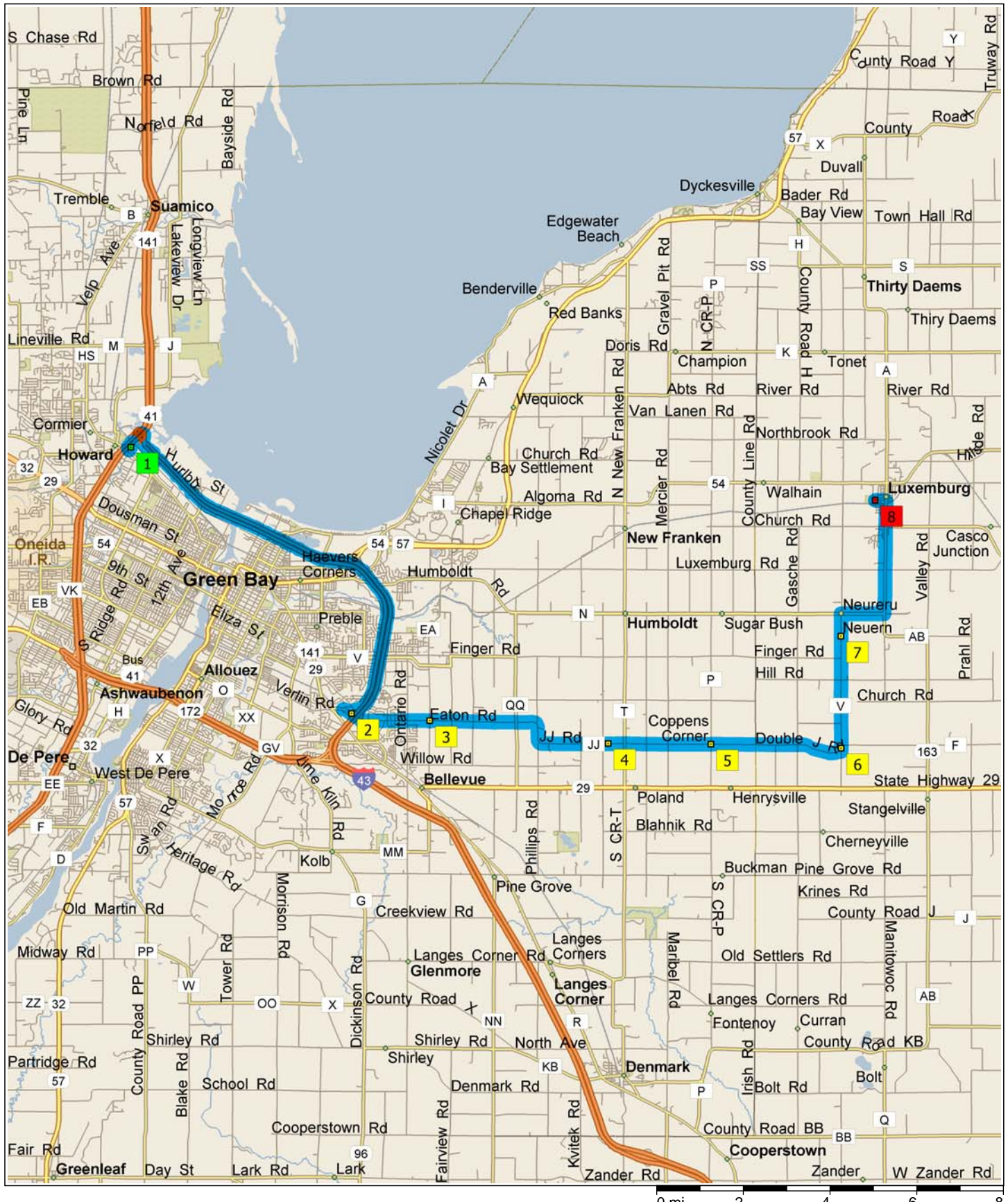
www.packerlandride.org



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2010 MDA Packerland Ride Parade Route

30.4 miles; 47 minutes



11:00 AM	0.0 mi	1 Depart 745 N Memorial Dr, Green Bay, WI 54303 on N Memorial Dr (South-West) for 131 yds
11:00 AM	0.1 mi	Turn RIGHT (North-West) onto US-141 [US-41 Bus], then immediately bear RIGHT (North) onto Ramp for 0.2 mi
11:01 AM	0.3 mi	Road name changes to US-141 [US-41] for 0.3 mi Resurfacing between Ashwaubenon and Howard (NB) (February 28, 2009 - August 31, 2010)
11:01 AM	0.5 mi	At exit 171, take Ramp (RIGHT) onto I-43 for 9.6 mi towards I-43 / Milwaukee
11:10 AM	10.2 mi	At exit 181, turn RIGHT onto Ramp for 0.4 mi towards CR-JJ / Eaton Rd
11:11 AM	10.6 mi	Keep LEFT to stay on Ramp for 54 yds towards Manitowoc Rd / Eaton Rd
11:11 AM	10.6 mi	Keep STRAIGHT onto Local road(s) for 10 yds
11:11 AM	10.6 mi	Turn LEFT (East) onto CR-JJ [Manitowoc Rd] for 0.3 mi
11:12 AM	10.9 mi	Turn LEFT (North-East) onto Local road(s) for 10 yds
11:12 AM	10.9 mi	Turn LEFT (North-West) onto CR-JJ [Manitowoc Rd] for 0.3 mi
11:13 AM	11.2 mi	2 At Manitowoc Rd, Green Bay, WI 54311, stay on CR-JJ [Manitowoc Rd] (West) for 0.8 mi
11:14 AM	12.0 mi	Turn LEFT (North-East) onto Eaton Rd for 10 yds
11:15 AM	12.0 mi	Keep STRAIGHT onto CR-JJ [Eaton Rd] for 1.5 mi
11:18 AM	13.5 mi	Enter roundabout for 43 yds
11:18 AM	13.5 mi	3 At 3300 CR-JJ, Green Bay, WI 54311, turn RIGHT (East) onto CR-JJ [Eaton Rd] for 2.0 mi
11:20 AM	15.5 mi	Keep STRAIGHT onto CR-JJ for 2.5 mi
11:24 AM	18.0 mi	4 At 5051 JJ Rd, Luxemburg, WI 54217, stay on CR-JJ (East) for 2.4 mi
11:28 AM	20.4 mi	5 At Coppens Corner, stay on CR-JJ (East) for 1.0 mi
11:29 AM	21.4 mi	Road name changes to Double J Rd for 2.0 mi
11:34 AM	23.5 mi	Turn LEFT (North) onto CR-V for 131 yds
11:35 AM	23.5 mi	6 At Pilsen, stay on CR-V (North) for 2.6 mi
11:39 AM	26.1 mi	7 At Neuern, stay on CR-V (North) for 0.5 mi
11:40 AM	26.6 mi	Turn RIGHT (East) onto CR-N for 1.0 mi
11:42 AM	27.6 mi	Turn LEFT (North) onto SR-163 [CR-Ab] for 2.0 mi
11:44 AM	29.6 mi	Keep STRAIGHT onto SR-163 [CR-A] for 0.6 mi
11:45 AM	30.2 mi	Turn LEFT (West) onto Elm St for 0.2 mi
11:46 AM	30.4 mi	Road name changes to Local road(s) for 98 yds
11:47 AM	30.4 mi	8 Arrive near Luxemburg