

Get Your Motors Running at the 1st Annual Red Island Run Motorcycle Rally, August 27-29, 2010

(Friday, January 22, 2010 Charlottetown, Prince Edward Island) Get your motors running at the 1st Annual Red Island Run Motorcycle Rally, August 27-29, 2010.

Tourism Charlottetown, along with the Red Island Run committee members announced today that the 1st of what will become an annual motorcycle rally will take place this summer from August 27 – 29. Hosting this rally on Prince Edward Island has been a work in progress for the past few years, with a number of very dedicated committee members, who all understand the value of hosting events such as this.

“Motorcycle rallies are very popular all across North America and have shown a significant economic impact in the communities they are hosted in” explains Shawn MacKenzie, co-chair of the Red Island Run. “This event will generate upwards of \$1.5 million in its first year for the City of Charlottetown and the Province of PEI as a whole.”

Throughout the Maritime Provinces, approximately 3% of the population have registered motorcycles, and typically these motorcycle owners are between 25 and 75 years old, with an average household income of \$60,000. They drive motorcycles of all makes such as Honda, Yamaha, Suzuki, Harley Davidson, BMW, Ducati, Triumph and Kawasaki. This group enjoys the opportunity to go for scenic rides, and to get together to socialize with other motorcycle riders.

Throughout the weekend, the rally will host a number of different events, including a Poker Run, with proceeds going to the Heart and Stroke Foundation of PEI. “On behalf of the Heart and Stroke Foundation of PEI I am very pleased that the Foundation has been chosen as the charity to partner with the Red Island Run” says Charlotte Comrie, CEO of the Heart and Stroke Foundation of PEI. “The Foundation will be organizing two poker runs over the weekend and looks forward to a great weekend.” These rides will begin in Charlottetown and will go across the Island, giving rally participants the opportunity to see all that the Island has to offer.

The rally will also feature a Motorcycle parade, entertainment, vendor village and tradeshow. The tradeshow will feature demo rides from participating Motorcycle dealers, including Honda and Harley Davidson, a Dyno, which is a machine that is used to measure the horse power and power output of a motorcycle and other various exhibitors.

Scenic rides, spectacular views and fantastic entertainment will make PEI’s first major motorcycle rally the perfect getaway for you and your motorcycle.

For more information on the Red Island Run go to www.redislandrun.com or call the Bell Aliant Festival Hotline at 1-800-955-1864.

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