

The greatest motorcycle rally in the southwest, **Arizona Bike Week**, is just six weeks away!!

All the rides, concerts and events are in place and this year's event is shaping up to be our biggest party yet!

Arizona Bike Week kicks off with **Pre-Rally Days** and there'll be rides and events from one end of the Valley to the other. Pre-Rally Days run March 23rd through March 27th. All the best biker-friendly establishments will be participating in the festivities, guaranteeing to deliver a five day, non-stop celebration.

Once you're good and revved up from pre-rally events, it's time to really get the party started!!

Cyclefest at WestWorld starts Wednesday, March 28th and you're not going to want to miss a minute of the excitement!

Daily charity rides take place during Cyclefest. These rides are a great way to enjoy some of our amazing Arizona riding terrain and incredible spring weather, meet good people, have a great time and support some very worthy causes. How could it get any better? Well, every ride fee includes daily admission to Cyclefest, that's how!

Cyclefest offers hundreds of the finest motorcycle, accessory, parts and apparel dealers, from all across the country. The extensive list of Cyclefest events includes daily factory demo rides from all the major manufacturers, bike shows, bike games, stunt shows and enough live music to keep the place rocking all day and night.

Opening day of Cyclefest brings the **Miss Arizona Bike Week Pageant**. This annual event is always a crowd favorite, offering an array of sexy, biker hotties the chance to strut their stuff on stage, in hopes of being crowned Miss ABW 2012.

The heartbeat of Cyclefest is the massive concert tent, the **HandleBar Saloon**. There is a vast assortment of events and activities in the HandleBar Saloon each day, all leading up to the nightly concert. This year's lineup presents a diverse progression from every genre of the rock world:

Wednesday, March 28th, we invite you to "Bang Your Head!" with **Quiet Riot**.

Thursday, March 29th, it's time to get dirty with **Puddle of Mudd**, presented by Paul Yaffe's Bagger Nation.

Friday, March 30th, you can "Roll with the Changes" to all the classic rock anthems of **REO Speedwagon**, presented by Buddy Stubbs Harley-Davidson.

Saturday, March 31st, straight off an acoustic tour and ready to get amped up for the bikers, it's **Tesla**, presented by Harley-Davidson of Scottsdale.

Just in case you were thinking of resting up on **Sunday** to get ready to go back to work, you'd better think again... We've got a full day of not-to-be-missed events. First, Arrowhead Harley-Davidson presents, some of our favorite **Sons of Anarchy** cast members, who will be stopping by to sign autographs and take pictures. Opie and Lyla, that beloved bad boy/porn star couple, will be leading a ride into the event and hanging out with us all afternoon. Then we'll be closing the party the same way we opened it... With a bang!! Stick around and watch **TNT** light up the stage with an AC/DC tribute that'll blow you away!!

All Cyclefest events and concerts are included with your general admission pass. Go to www.azbikeweek.com for tickets, ride registration, camping/hotel reservations and all the details on the many Pre-Rally and Cyclefest events. Arizona Bike Week's official event publication, the **Guide to Ride**, will be available February 18th. You can pick up your FREE copy at any participating location.