

MEDIA RELEASE
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**SUFFOLK SWAMP ROAR MOTORCYCLE RALLY
REVS UP FOR 10TH CONSECUTIVE YEAR**

SUFFOLK, VA (October 6, 2011): The Suffolk Swamp Roar Motorcycle Rally will make its tenth annual 80-mile lap around the perimeter of the Great Dismal Swamp on Sunday, October 9. If past rides are any indicator, Suffolk Tourism expects approximately 900 motorcycle enthusiasts to join the celebration—a decade in the making. Staging of bikes begins at 9:00 a.m. with a send-off at 10:30 a.m. Registration is \$20 per participant and includes the official ride T-shirt and V.I.P. Reception following the ride. Pre-registration is encouraged but on-site registrants are gladly accepted. Additional shirts, lapel pins and Swamp Roar merchandise will be available for purchase during the V.I.P. Reception. Since its beginning, the Swamp Roar Motorcycle Rally has increased awareness of the Great Dismal's fragile eco-system and helped to fund nature-based tourism and interpretative programs such as the award-winning Great Dismal Swamp Birding Festival.

The Tenth Annual Suffolk Swamp Roar is sponsored by Suffolk Festivals, Inc., All Out Cycles, Budweiser, R.W. Baker & Company Funeral Home and Crematory and the Suffolk Chapter of the Christian Motorcyclists Association.

Downloadable registration forms are available on line at Suffolk-Fun.com. For more information, contact the Suffolk Visitor Center at 757.514.4130 or email

VisitSuffolk@suffolkva.us.

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