

Tomahawk Fall Ride is Sept. 11-14, 2008

Mark your calendars! The 2008 Tomahawk Fall Ride roars back into the friendly city of Tomahawk, WI, **THURSDAY-SUNDAY, SEPT. 11-14, 2008**. It's certainly one of the highlights of autumn in the Northwoods of Wisconsin. After more than two-and-half decades of attracting motorcycle enthusiasts to Tomahawk, the Fall Ride is not only the largest annual motorcycle gathering in the state, but also the biggest fund raiser for the Muscular Dystrophy Association (MDA) in northern Wisconsin.

Advertise your business in the Official Fall Ride Guide

The **Tomahawk Leader** newspaper is proud to publish the **Official Tomahawk Fall Ride Guide**. It will be available this year well before the actual event and will be posted online for easy downloading once completed. Check back in July for details.

*****NOW IS THE TIME FOR BUSINESSES INTERESTED IN ADVERTISING IN THE POPULAR TOMAHAWK FALL RIDE GUIDE TO CONTACT US.**

The handy, pocket-size booklet provides a listing of events, history, local attractions, MDA information, Harley-Davidson Tomahawk Operations information, a peek at new motorcycle products, maps, entertainment and much more.

(For reference, take a look at a pdf of the 2007 Guide.)

Contact our friendly sales staff for information about **getting your business advertised in the 2008 FALL RIDE GUIDE**. ... **But HURRY!** Based on demand, **deadlines are earlier this year** so we can get the Guide into visitors' hands well before the event. Distribution of the 20,000 booklets also will take place throughout the Tomahawk area during the Sept. 11-14, 2008, event, plus your ad also has added exposure on our Web site and in the Tomahawk Leader newspaper.

**For advertising information:
Contact the Tomahawk Leader
at 715-453-2151
877-226-2200 (toll-free)
sales@tomahawkleader.com
715-453-1865 (fax)
315 W. Wisconsin Ave.
P.O. Box 345
Tomahawk, WI 54487**

MDA fund raiser

An estimated 40,000 people attend the rally, which each year raises some \$150,000 for MDA. Over the years since 1983, the grand total of the event-based MDA contributions have topped \$1.5 million. Monies raised during the Tomahawk Fall Ride help area families living with neuromuscular diseases, including offering access to clinics, care and research.

Annual events

Other traditional highlights of the Tomahawk Fall Ride include: Harley-Davidson plant tours, demo fleets, bike raffles, live entertainment, Friday night Thunder Parade traveling 18 miles through the countryside and downtown, street dances, raffles, vendors and food stands. There's also Bubba's Big Party in the town of Nokomis and numerous special events around the area.

Look for pictures online

Afterwards, we'll post hundreds of pictures of scenes from the Fall Ride in our online Photo Album and many in our newspaper. Maybe you'll see yourself or a friend, so be sure to check back often at www.tomahawkleader.com.

Check www.traveltomahawk.com for things to do, places to stay, dine and shop

Check out our handy Business Directory for places to stay, dine and shop while you're in the area at www.traveltomahawk.com. And our Community Calendar offers lots of ideas of things to do while visiting our area. Remember, you don't have to wait for the Fall Ride to visit. We offer four seasons of fun in the beautiful Northwoods – lots of lakes, beautiful forests, great scenery and lots of friendly people. Come visit Tomahawk any time of the year!