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SANTA MARIA VALLEY IS BUILT FOR SPEED

Speed Channel to Feature Local Motorcycle Event on August 17, August 24

SANTA MARIA, CA—Already famed for its fine wines, exquisite strawberries and legendary barbecue, the Santa Maria Valley now adds Harleys and Choppers to its list of main attractions as the Speed Channel features Santa Maria's recent 2004 All American Motorcycle Madness on two upcoming shows. The event, which took place at the Santa Maria Fairpark on May 21-23, will be showcased on the Speed Channel's *American Thunder* on August 17 at 6 p.m. and 10 p.m., and on *Corbin's Ride-On*, airing August 24 at 6:30 p.m. and 10:30 p.m.

"There are hundreds of motorcycle shows every year, but this one really stood out in its unique ambiance and local flavor," said Seth Doulton of Santa Ynez's Horse Power Promotions, the event's founder, organizer and promoter. "Everyone kept remarking on the great setting at the Fairpark, and on the beauty of the area. The Santa Maria Style Barbecue was a big hit, too. We really wanted the personality of the area to shine in this event, and I think that you will see that on the Speed Channel."

Doulton, who has organized automobile, motorcycle and rodeos across the United States for more than 20 years, spent two years conceptualizing and planning the inaugural 2004 All American Motorcycle Madness.

"It started when Harley-Davidson of Santa Maria approached me and asked if I'd be interested in putting on a motorcycle show in Santa Maria," he said. "I spent the first six months finalizing the date and other details, then dedicated the next 18 months to promoting the event."

Doulton's efforts paid off as more than 10,000 people attended the 2004 All American Motorcycle Madness, which featured more than 2,800 motorcycles, as well as racing, stunt shows, live music and motorcycle vendors from across the nation. In addition to the Speed Channel shows, the event has also been covered in several national motorcycle magazines, including *Quick Throttle*, *Hot Bike* and *Thunder Press*.

Among these, *Barnett's Motorcycle Showcase* summed it up best: "Santa Maria is probably the ultimate spot for a bike rally...bordered by a majestic coastline, nestled between scenic wine regions, blessed with a temperate climate and renowned for its barbecue."

The All American Motorcycle Madness is already gearing up for its second year, with festivities to begin on May 20, 2005.

Serving the greater Santa Maria Valley in the heart of California's Central Coast, the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau is a nonprofit association that facilitates local tourism and provides information on the region's many attractions and visitor services. Famed for its fine wines, natural wonders, agricultural heritage and flavorful barbecue, the Santa Maria Valley offers a broad range of cultural, sporting and historical experiences. For information on lodging, dining, tours, attractions and events, please contact the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau at (800) 331-3779, or visit www.santamaria.com.

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