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More Than 25,000 Attend J&P Cycles® Open House

ANAMOSA, Iowa – Canada, California, Florida, Washington-state – these are just some of the places this year's 32nd Annual Open House had visitors come from. More than 25,000 people converged on Anamosa, IA and <u>J&P Cycles</u>® this year to celebrate the event on Saturday and Sunday, June 25-26, 2011.



While temperatures for the 31st annual event were in the 90s with lots of humidity, this year there was an abundance of sunshine, a nice breeze and pleasant temps in the 70s. These things aided in luring customers to the J&P Cycles® facility and there was no shortage of things to see – motorcycles, motorcycles and more motorcycles!

The crowd was wowed this year by the extreme skills of Extreme Obstacle Rider Geoff Aaron. A 10-time AMA Trials Champion, Aaron has more than 73 career National wins and gave the crowd something to cheer about! In addition, the ILL Conduct Stunt Show was a favorite, as was the Daytona Harley-Davidson® Drill Team.

The children in attendance loved the creations of Papa Balloon and the Iowa Hawkeye Dance Team and Herky the Hawk circulated the crowd. Plus, what's a motorcycle event without the Michelin Man?



More than 80 motorcycle-related vendors were onsite displaying the latest wares — motorcycles, motorcycle parts, accessories and more. Customers were able to take advantage of great sale day discounts and an exclusive clearance area was devoted to clearance items that were drastically reduced — some up to 50 percent off.

"Thank you to all of our loyal customers for your patronage over the last 32 years," said President John Parham. "Each year's event is more humbling than the previous one and this year was no exception." Vice President Jill Parham added, "A huge thank you to the wonderful motorcycle manufacturers who help in making this event so large each year. We could not do it without you!"

About 60 registrants took part in two days worth of bike shows. Saturday's show,

sponsored by *American Iron, American Iron Motorcycle Bagger* and *RoadBike* magazines featured all makes and models while Sunday's focused on vintage bikes and retro bobbers, sponsored by *IronWorks* magazine.



A silent auction held on both Saturday and Sunday raised a record \$7,000 for the National Motorcycle Museum. Thank you to the generous vendors and manufacturers



who donated the fantastic silent auction items. Additionally, more than \$5,000 in products were donated and given away to those in attendance in the way of door prizes.

Eastern Iowa non-profit Camp Courageous of Iowa raised a tremendous amount of money thanks to the generosity of J&P Cycles® customers. Water and soda stations were set up throughout the grounds, manned by Camp Courageous volunteers. Donations were accepted on behalf of the organization and when the event was complete, \$9,300 was raised.

All-in-all it was truly a spectacular time!! Next year's event is scheduled for June 23 and 24, 2012, so it's not too early to make plans to attend! Thank you again to all who attended!

About J&P Cycles

J&P Cycles® is the World's largest catalog retailer of aftermarket parts and accessories for <u>Harley-Davidson</u>® motorcycles. In business for more than 32 years, we also carry a full line of V-Twin <u>Cruiser parts</u> and <u>Sport Bike parts and accessories</u>. Featuring tens of thousands of items in stock, in print and online, J&P Cycles® delivers the best customer service and return policy in the industry.