

Muskegon Bike Time
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News Release

For Immediate Release

Muskegon Bike Time 2017

“Potential Casino Developments Alter Expansion Plans”

MUSKEGON, Mich., April 19, 2017 – Muskegon Bike Time is back again for 2017 and begins a new decade of promoting Muskegon as a tourist destination, by celebrating all things related to motorcycle enthusiasts. The event this year will be held July 13th through the 16th.

The uncertain timeline for developments in the casino project on the property owned by the Little River Band of Ottawa Indians, have changed this year’s planning efforts for Muskegon Bike Time, which had expanded the annual event to the property in 2015.

"As the casino project continues to move forward, the possibility of changes to the property becomes more of an issue for holding Bike Time at the site," said Larry Romanelli, Little River Band Ogema. "Little River Casino Resort will continue to partner with Muskegon Bike Time as their signature sponsor and fully expects to be involved with Bike Time long into the future."

With these new developments, the long range vision of growing the event at the Fruitport Township location will be put on hold. Muskegon Bike Time will continue to embrace its mission to promote entertainment opportunities in Muskegon aimed at attracting a broad spectrum of motorcycle enthusiasts for a vacation experience on Michigan’s West Coast, including downtown Muskegon, Rebel Road and throughout Muskegon County. Once the casino is built the expansion of Bike Time can continue.

“Since Muskegon Bike Time needs to plan now for this year’s event and can’t risk the possibility of not being able to use the Fruitport Township location, we are returning most Bike Time activities to the Hot Rod Harley Davidson property in downtown Muskegon, said Tim Lipan, Muskegon Bike Time spokesperson.

In addition to promoting and marketing the third weekend in July as an event for motorcycle enthusiasts, Muskegon Bike Time will focus its attention on providing activities geared especially for the motorcyclists.

Activities will include a large traveling display from Harley Davidson headquarters. It will offer free test drives to patrons, on Harley Davidson’s brand new models. Several other motorcycle manufactures and dealers will be participating and will have bikes, parts and accessories available.

Muskegon Bike Time will continue to plan and promote a variety of scenic rides, throughout the West Michigan shoreline, for visiting bikers.

Muskegon Bike Time is encouraging others to plan and develop events and activities for the enjoyment of visitors to the Muskegon area. Please notify Muskegon Bike Time of your activities so they can be promoted in advance to those intending to visit the area.

For more information on Muskegon Bike Time 2017, please visit our website at www.muskegonbiketime.com or follow us on Facebook or Twitter.

The mission of Muskegon Bike Time is to produce entertainment opportunities in Muskegon aimed at attracting a broad spectrum of motorcycle enthusiasts for a vacation experience on Michigan’s West Coast. It is a 4 day annual celebration of motorcycles and the community held the third weekend in July. The festival attracts motorcyclists and the general public for its spectacle, attractions, entertainment and food. Muskegon Bike Time is a 501c3 nonprofit organization that has supported over 20 different charities and provides a \$30 million boon to the local economy.

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