



**FOR IMMEDIATE RELEASE**

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**Bikes, Blues & BBQ Announces the South's First Women's Rally:**  
**Bikes, Babes & Bling**

**FAYETTEVILLE, Ark., November 16, 2009** – Bikes, Blues & BBQ formally announced today plans to host the South's first motorcycle rally that focuses on women. **Bikes, Babes & Bling** will be on Dickson Street in Fayetteville. Rally dates are July 15 – 17, 2010.

"This is an exciting new endeavor for Bikes, Blues & BBQ. In the past five years, there has been significant growth - approximately 35% - in the market of female motorcycle riders. Since the majority of the nation's rallies are tailored for the male biker, we feel that we can and should offer an experience that caters to women," said Allyson Twiggs Dyer, board member for Bikes, Blues & BBQ.

"This rally will offer Fayetteville great exposure as a forward-thinking community. We also believe this will provide a significant impact to Fayetteville by bringing visitors into the area that will stay in our hotels and enjoy our restaurants during what would normally be a slow time of the year," said Coleson Burns, Event Director for Bikes, Babes & Bling.

Proceeds from Bikes, Babes & Bling will be used to fund local charities that focus on women and children.

**About Bikes, Blues & BBQ and Bikes, Babes & Bling**

Bikes, Blues & BBQ is the largest non-profit (501(c)(3)), family-friendly motorcycle rally in the country for people seeking to enjoy the best in motorcycle riding, blues music and barbeque, while helping those in need.

Bikes, Babes & Bling is the sister rally of Bikes, Blues & BBQ that focuses on providing women a safe and fun experience where they can come together to share their love of motorcycles and riding.

For more information visit [www.bikesbluesandbbq.org](http://www.bikesbluesandbbq.org).

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