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Salem Selected for 2013 BMW MOA Rally

Motorcycle event attracts 9000 riders

SALEM, Ore. – The BMW Motorcycle Owners of America (MOA) has selected the Oregon State Fairgrounds in Salem, Oregon as the location for their 2013 International Rally. The event will be taking place July 18-20, 2013. “We’ve had some really great events in Oregon in the past years,” explains BMW MOA president Greg Feeler. “Our Rally in Redmond in 2010 was one of our best ever. We are very excited about Salem next year!”

In partnership with the Oregon State Fair and Expo Center, Travel Salem was instrumental in attracting the BMW MOA group to Salem. The Rally was initially bid on four years ago, and Travel Salem just recently hosted a two day tour for the rally event planners. The event has grown to average over 9,000 riders and offers its members a place to meet new people, as well as vendors who manufacture specialty motorcycle items. Event attendees can also test ride new motorcycles, or participate in one of 100 seminars and classes being offered.

“The BMW MOA is the largest brand specific motorcycle club in the world that is not owned or operated by the manufactures. They are a great group of people who are looking forward to their 2013 Rally and spending quality time in the Salem area,” said Debbie McCune, Director of Sales for Travel Salem. “Salem is a hospitable community and we want this group to feel welcome, enjoy the area, and come back time and time again,” said McCune.

Founded in 1972, the BMW MOA promotes relationships between individual members and BMW motorcycle clubs, unifying smaller clubs across the US. According to BMW MOA, the economic impact of this group on the Salem area is estimated between \$4 and \$6 million dollars.

For more information about the BMW Motorcycle Owners of America, visit www.bmwmoa.org or call headquarters at 636-394-7277.

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****Travel Salem is a non-profit organization that promotes the greater Salem area as a premier, year-round destination for conventions, events and leisure travelers. Tourism economic impact for the region is \$496 million annually. Travel Salem manages the award-winning Travel Café, the official Salem area destination visitors center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and a full-service travel planning website www.TravelSalem.com.****