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# Media Release

## Gold Wing Road Riders Association Wing Ding 38 Next Week

For Immediate Release

**Billings, MT, August 24, 2016:**

The Gold Wing Road Riders Association (GWRRA) will arrive in Billings for the 38<sup>th</sup> Annual Wing Ding this week with events scheduled August 30 – September 3. The group, expected to bring over 10,000 attendees to the area, will hold the Rally at MetraPark.

“Billings previously hosted this group in 1997, 2000 and 2007,” says Visit Billings Executive Director Alex Tyson. “We have worked closely with the organizers for the last year to really wow the attendees with an incredible event. The riders, and locals who engage, are truly in for a treat.”

The Rally will be held over Labor Day Weekend 2016 with riders expected to begin arriving August 29<sup>th</sup>. Wing Ding will include, among many other events, a pre-event Welcome Party hosted by Visit Billings, an exciting opening ceremonies, an evening light parade, a grand parade and more. Full details on each event are included on the following page.

The public is invited to attend some of these events and we encourage the media to help spread awareness for the impact these events may have on traffic flow at times. Additionally, please note the need for heightened awareness for motorcycle traffic within the region.

Wing Ding is the ultimate Honda Gold Wing and touring bike convention, hosted by GWRRA. The GWRRA is the world’s largest single-marque social organization for owners and riders of Honda Gold Wing/Valkyrie motorcycles.

“We anticipate Wing Ding 38 to fill every hotel in Billings and the surrounding area,” continued Tyson. “The economic impact to our community will exceed \$9 million, and Billings is again encouraged and invited to showcase our welcoming attitudes and exceptional motorcycling landscapes to these attendees.”

Learn more about the event at [VisitBillings.com/wingding](http://VisitBillings.com/wingding).

*More on GWRRA: Founded in 1977, GWRRA has grown to more than 72,000 U.S., Canadian and international Members in 53 foreign countries in just 35 years. Over 800 active Chapters are managed by 4,000 volunteer leaders working with members to foster safe, enjoyable riding while also working to improve the public image of motorcycling.*

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The MISSION of Visit Billings is to generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

Visit Billings is managed by the Billings Chamber of Commerce.

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Date	Event	Details	Media Contact
8/30	Welcome Party hosted by Visit Billings	This event is open to Wing Ding attendees only and will take place in downtown Billings. The event will impact the public with street closures in place at the following locations and times: 3 <sup>rd</sup> Avenue N. from Broadway to 29 <sup>th</sup> from noon – 10PM Broadway, north of 2 <sup>nd</sup> Avenue N. and south of 6 <sup>th</sup> Ave. N. from 3 – 10 PM. 2 <sup>nd</sup> Avenue N. and 3 <sup>rd</sup> Avenue N. east of 27 <sup>th</sup> St. and West of 29 <sup>th</sup> St. from 3 – 10 PM. N. 29 <sup>th</sup> St., N. 27 <sup>th</sup> St., 2 <sup>nd</sup> Ave. N. and 4 <sup>th</sup> Ave. N. will be open to normal traffic flow. Locals should be advised and aware of the closure and high volume of motorcycles in the area during the party from 6 – 9 PM.	<b>Kelly McCandless</b> <a href="mailto:kelly@visitbillings.com">kelly@visitbillings.com</a> 406.861.2981
8/31	Opening Ceremonies - MetraPark	Begins at 8AM with flag ceremony, exciting entrance/welcome by Visit Billings, announcement of the 2017 destination, and more.	<b>Kevin Thomas</b> kevin@kktevents.com 602.952.2050 x205
8/31	Light Parade	Staging begins at 7:00 PM behind Scheels at Shiloh Crossing with the parade expected to begin by 8:00 PM. The parade will run around Shiloh Crossing and will not impede any active road traffic. It is expected to last approximately 30 minutes. Route map below. Riders participating decorate their bikes and themselves in neon lights. This is a fun opportunity to see the bikes up close and for the riders to enjoy themselves as well. About 200 riders expected to participate. Spectators welcome.	<b>Kevin Thomas</b> kevin@kktevents.com 602.952.2050 x205
9/3	Grand Parade	Staging begins at 7:00 AM at Faith Chapel with the parade expected to begin by 8:30 AM. The parade will run up 32 <sup>nd</sup> to Poly, down 27 <sup>th</sup> to 4 <sup>th</sup> and back to Metra (full route map below) and will slow active traffic. Police escorts will be in place. About 500 riders expected. Spectators welcome all along the route.	<b>Kevin Thomas</b> kevin@kktevents.com 602.952.2050 x205  OR <b>Kelly McCandless</b> <a href="mailto:kelly@visitbillings.com">kelly@visitbillings.com</a> 406.861.2981



