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# Media Release

## July's BMW Rally Brought 5,872 Attendees and \$4 million to Billings

For Immediate Release

**Billings, MT, September 8, 2015:**

Earlier this summer, Visit Billings hosted the BMW MOA International Rally July 23-25 at MetraPark. Officially, 5,872 people attended the Billings event, representing all 50 United States along with 9 Canadian provinces and 9 foreign countries. BMW also reports over 100 vendors who attended and that they gave away close to \$100,000 in door prizes.

"One statistic that we are always very proud of is our fundraising effort for a local charity," shared BMW's Ted Moyer. "At the closing ceremonies, Karol Patzer presented a check to Big Brothers Big Sisters of Yellowstone County for \$17,243! This is a combination of several smaller efforts including donations at our charging station, sewing booth, 50/50 booth, coffee booth, bike wash station and our annual Chartered Club Challenge. One of our dealers, Bob's BMW, also matched our Chartered Club donation and raised the total by \$2,223 to reach the \$17,243."

Local impact was significant. Final registration numbers confidently indicate a \$4 million economic impact on our community - a huge win for Billings.

"The business community really turned out to support this event, and the attendees noticed and appreciated the effort," said Alex Tyson, Executive Director of Visit Billings. "They felt genuinely welcome and were able to further enjoy Billings as a result."

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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.

**FOR IMMEDIATE RELEASE**

**BMW MOA Brought 5,872 Attendees...**

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