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Media Release

Visit Billings Announces Gold Wing Road Riders Association to Return to Billings September 2016

For Immediate Release

Billings, MT, September 3, 2015:

Visit Billings announced today the Gold Wing Road Riders Association (GWRRA) will return to Billings for the 38th Annual Wing Ding September 1-4, 2016. 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 worked closely with the local representatives to brainstorm how to bring this event back to Billings and fortunately, with the growth we have realized in the hotel industry along with the use of Tourism Business Improvement District (TBID) funds, we will be able to host Wing Ding 38."

The Rally will be held over Labor Day Weekend 2016 and will include, among many other events, a light parade, trade show, rider education, bike show, entertainment and more. 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 \$6 million, and Billings will once again be able to showcase our welcoming attitudes and exceptional motorcycling landscapes to these attendees."

Learn more about the event at 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.

FOR IMMEDIATE RELEASE

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