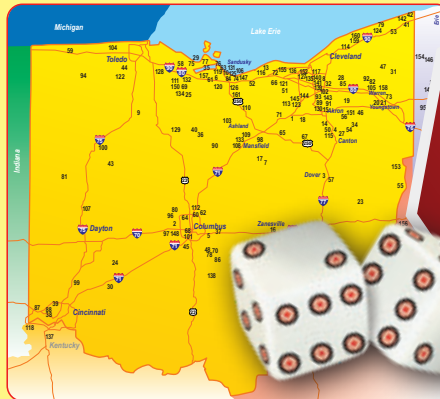


ATTENTION MOTORCYCLE BUSINESSES!



**NOW ORGANIZING
OUR 2021
RIDE 'N' ROLL
SUMMER-LONG DICE RUN
PUT YOUR BUSINESS
ON THE MAP!**



**YOUR
CHANCE TO BE A
STOP
CALL 440-331-1813
DON'T LET
THIS CHANCE
ROLL BY!**

In trying to figure out ways to get riders out on the road to have fun and support the motorcycle industry and our advertisers, the concept for our Ridin' On "Ride 'N' Roll" Summer-Long Dice Run was born in the spring of 2008.

Now in our 14th year, the RIDE 'N' ROLL has become the most anticipated event of the riding season and has grown from 95 Stops and approximately 4,000 riders our first year to more than double those numbers!

The event is FREE for all riders, and the idea is for them to travel the region throughout the summer, **May 1st - October 1st**, visit as many Stops as they can; roll the dice and get their Passport route book stamped. At the end of the season, riders tally their score and mail us their entry forms...high score **WINS \$5,000!** Riders also have a chance to win a shopping spree or even a new motorcycle!

Cash & prizes are also awarded to the Top Ten finishers, Sur-PRIZE Stop winners, and random drawings feature **FREE Gas for a Year** and **Thou\$and\$ in Gift Certificates** payable to Participating Stops; totaling nearly **\$50,000** given away!

TO BE A STOP costs just \$500 and gets you a FULL summer of Advertising and Promotions: Your business name will be listed in **2-Page color ad spreads** we'll be running in **Ridin' On Motorcycle Magazine** throughout the summer months' issues; displayed prominently on

our **www.RidinOn.com website**; and on big color **posters and fliers** distributed across our region. Your full business info will appear in thousands of "Passports" that riders will be carrying with them all season long!

This summer-long promotion puts more than a million miles on the road each riding season and would benefit virtually every motorcycle-related business; from dealerships to shops of all brands, leather stores to restaurants and biker bars, tattooists, etc, and is **GUARANTEED to drive traffic to your door...**we expect even more folks will be out riding this summer trying to score enough points to win one of our **major cash prizes, gift certificates or free gas!**

Don't miss this chance to promote your business, support the riding community, increase ridership and bring people through your front door for such a small sum. We are finalizing Stops NOW, and opportunities are limited so please **CONTACT US RIGHT AWAY!**

**THANKS in advance for your participation and support,
and we'll see ya down the road!**

Bill & Darlene

Bill & Darlene Bish, Editors and Publishers

Don't miss out on being part of the season's most exciting riding event!



The #1 Motorcycle Magazine in the Region, BAR NONE!

(440) 331-1813
Editor@RidinOn.com

Get YOUR Ride 'n' Roll Passport at nearly 200 Participating Stops after May 1st, & roll the dice at as many Stops as you can by October 1st - **High Score Wins!**

