



## **For Immediate Release October 28, 2009**

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### **Emerald Coast to Host 2010 Harley Rally *Estimated Economic Impact of \$3 Million***

We are honored to announce the **Destin-Ft. Walton Beach**—Okaloosa Island area has been selected by the **Florida State Harley Davidson Owners Group**, to host their annual **October 2010 Rally**. Not only will this event provide an estimated economic impact to our community of more than \$3 Million during the Rally, but will introduce many first-time visitors nationally and internationally to our beautiful Emerald Coast.

The **Emerald Grande at HarborWalk Village** has been selected as the host site by the 2010 Rally Coordinator, the Heritage Harley-Davidson and Emerald Coast Harley-Owners Group. This will be the first event to be hosted by the community at large, and offers **sponsorship opportunities** for many local businesses.

For the **first time in the history** of this organization and after six months of concerted effort, the Rally will be held in Northwest Florida. An overwhelming number of riders are excited to discover the scenic highways along the Emerald Coast. These fun-loving professionals and retirees love to shop, eat and “Live to Ride.”

At this year’s event in St. Augustine, Florida, the Emerald Coast Convention & Visitors Bureau, Inc., and several industry partners representing our area, presented a video bid, including local sponsorships, inviting the Florida Chapters to vote for our destination. The team promoted the Emerald Coast to **2000+ attendees from 27 states and 4 countries**.

For more information about becoming a sponsor or how to get involved with this event, to be held on **Oct. 20-23, 2010**, please contact **Mr. Bruce Fuller, the 2010 Rally Coordinator, at 352-516-6485** or [harkone75@yahoo.com](mailto:harkone75@yahoo.com).

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