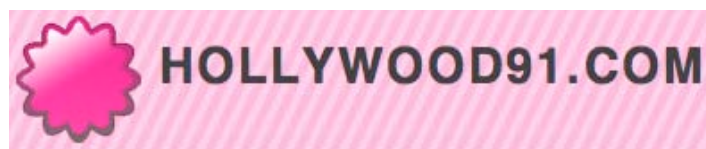


JOLSON CREATIVE

IMAGE PR ✿ MARKETING

**Media Wrap Up for EASY RIDER: THE RIDE BACK at
Sturgis Motorcycle Rally
Aug. 3-9, 2009**



<http://hollywood91.blogspot.com/search?q=sturgis>

Thursday, August 6, 2009



DIRICO MOTORCYCLES



It was a star-studded event. When we arrived, legendary custom builder Sugar Bear was talking shop with Peter Fonda's doppelganger. Turns out it was actor/writer Phil Pitzer, who stars in the upcoming sequel to the iconic biker flic, Easy Rider. Pitzer and fellow co-star Sheree Wilson were on hand to promote the new movie Easy Rider II The Ride Back.

movie, Easy Rider II The Ride Back, and to take part in the Legends Ride But the arrival



<http://www.herald-dispatch.com/news/briefs/x2101063550/Gallery-Legends-Ride>

ENTERTAINMENT

Gallery: Legends Ride



Sheree J. Wilson, right, chats with "Diva Amy" Skaling of Park City, Utah, Monday, Aug. 3, 2009, while checking out Skaling's uniquely decorated 2007 Harley-Davidson Roadglide before the annual charity Legends Ride in Deadwood, S.D. The ride is part of the famous Sturgis Motorcycle Rally. Wilson, who starred in television's "Dallas" and "Walker, Texas Ranger," is currently working on a new movie, "Easy Rider - The Ride Back." (AP Photo/Steve McEnroe)

The Jakarta Herald **All You Can Get** Dirico Custom Motorcycles

<http://thejakartaherald.com/dirico-custom-motorcycles/>

"It was a star-studded event. When we arrived, legendary custom builder Sugar Bear was talking shop with Peter Fonda's doppelganger. Turns out it was actor/writer Phil Pitzer, who stars in the upcoming sequel to the iconic biker flic, Easy Rider. Pitzer and fellow co-star Sheree Wilson were on hand to promote the new movie, Easy Rider II The Ride Back, and to take part in the Legends Ride."



<http://www.motorcycle-usa.com/546/4256/Motorcycle-Article/Sturgis-2009-Legends-Ride.aspx>

Sturgis 2009 Legends Ride



Bryan Harley Cruiser Editor | [Articles](#) | [Articles RSS](#) | [Blog](#) | [Blog RSS](#)

Yes, Harley is my real name. And no, there's no relationship. But I do enjoy riding Harley-Davidsons, which comes in handy as the Cruiser & Custom Editor of Motorcycle USA.

Wednesday, August 05, 2009



"It was a star-studded event. When we arrived, legendary custom builder Sugar Bear was talking shop with Peter Fonda's doppelganger. Turns out it was actor/writer Phil Pitzer, who stars in the upcoming sequel to the iconic biker flic, Easy Rider. Pitzer and fellow co-star Sheree Wilson were on hand to promote the new movie, Easy Rider II The Ride Back, and to take part in the Legends Ride."

» Photo Galleries

2009 Sturgis Rally View as Slideshow



Motorcycle USA's Cruiser Editor, Bryan Harley, mugs for a shot with the stars of Easy Rider II, Phil Pitzer and Sheree J. Wilson.

YAHOO! NEWS

<http://news.yahoo.com/nphotos/Entertainment-Photos-Sheree-J-Wilson-Sturgis-Motorcycle-Rally-Easy-Rider/ss/707/im:/090804/482/776b5ba9956d41fda39fe3b5b0414316/print>



AP Associated Press

Mon Aug 3, 8:58 PM ET

Sheree J. Wilson, right, chats with 'Diva Amy' Skaling of Park City, Utah, Monday, Aug. 3, 2009, while checking out Skaling's uniquely decorated 2007 Harley-Davidson Roadglide before the annual charity Legends Ride in Deadwood, S.D. The ride is part of the famous Sturgis Motorcycle Rally. Wilson, who starred in television's 'Dallas' and 'Walker, Texas Ranger,' is currently working on a new movie, 'Easy Rider - The Ride Back.' (AP Photo/Steve McEnroe)



» Bryan's Blog

Kickin' Off Sturgis at the 2009 Legends Ride

Tuesday, July 28, 2009

"Other celebrities said to be attending include Sheree Wilson and Phil Pitzer, stars of the upcoming movie "Easyriders – The Ride Back" and custom builders Roger Bourget, Christian Clayton, Brian Klock, Michael Prugh and Paul Yaffe. Who else might show up, you never know!"

THE TIMES OF INDIA

<http://iplextra.indiatimes.com/photo/06Pc9PIcrwfU0?q=Texas+Rangers>



Sheree J. Wilson, right, chats with "Diva Amy" Skaling of Park City, Utah, Monday, Aug. 3, 2009, while checking out Skaling's uniquely decorated 2007 **Harley-Davidson** Roadglide before the annual charity Legends Ride in Deadwood, S.D. The ride is part of the famous Sturgis Motorcycle Rally. Wilson, who starred in television's "Dallas" and "Walker, Texas Ranger," is currently working on a new movie, "Easy Rider - The Ride Back."

accessAtlanta

<http://projects.accessatlanta.com/gallery/view/entertainment/sturgis-bike-rally/3.html>

'Legends' ride to Sturgis, S.D., bike rally

1 of 6



'DIVA AMY' Skaling (left) talks with actress Sheree J. Wilson (right). You may remember Wilson from 'Dallas' and 'Walker, Texas Ranger' (she's also at work on an 'Easy Rider' movie). Skaling is a Park City, Utah-based motorcycle enthusiast and travel blogger. Her 2007 Harley-Davidson Roadglide is in the foreground. AP PHOTO / STEVE MCENROE



<http://blackhillstravelblog.com/?p=1315>

By Dan • Aug 3rd, 2009 • Category: Events, Featured

"Also doing the Legends Ride was actress Sheree J. Wilson, of Walker, Texas Ranger." She's involved in a new Easy Rider sequel called "Easy Rider, The Ride Back."



<http://www.aeronewsdaily.com/>

[Black Hills Travel Blog, SD](#)

By Dan Daly

August 3, 2009

"Also doing the Legends Ride was actress Sheree J. Wilson, of 'Walker, Texas Ranger.' She's involved in a new Easy rider sequel called 'Easy Rider, The Ride Back.'"



"I just got back from the Legends Ride press conference at the Franklin Hotel. There was a surprise guest at the end — Steven Tyler of Aerosmith.

Tyler and his partners at Dirico Motorcycles stopped in to answer questions from the press and talk about Dirico, the line of custom bikes that Tyler is personally promoting.

In fact Tyler rode his Dirico in the Legends Ride, a massive caravan of 250 motorcycles that pulled out of Deadwood this afternoon, drove down U.S. 385, to Nemo, then down Vanocker Canyon to Sturgis and the Buffalo Chip Campground.

The Chip and the Deadwood Chamber of Commerce are sponsors of the Legends Ride. The riders each kick in \$150, all of which goes directly to the Childrens Home Society and the Motorcycle Museum.

Also at the press conference was John Paul DeJoria, co-founder of John Paul Mitchell Systems, maker of Paul Mitchell hair care products. In a grand gesture, he contributed an extra \$10,000 to the Legends Ride and offered to match any money contributed in addition to the ride fee.

DeJoria also brought actor and bike builder Lorenzo Lamas to the podium. He talked about Lorenzo Lamas Motorcycles, his line of custom motorcycles.

Also doing the Legends Ride was actress Sheree J. Wilson, of 'Walker, Texas Ranger.' She's involved in a new Easy Rider sequel called 'Easy Rider, The Ride Back.'

By the way, the Legends Ride isn't the only place to see Steven Tyler this week. Aerosmith is performing at the Buffalo Chip Campground on Wednesday night."

<http://fr.movies.yahoo.com/04082009/11/photo/04082009011351.html>



Sheree J. Wilson, right, chats with "Diva Amy" Skaling of Park City, Utah, Monday, Aug. 3, 2009, while checking out Skaling's uniquely decorated 2007 Harley-Davidson Roadglide before the annual charity Legends Ride in Deadwood, S.D. The ride is part of the famous Sturgis Motorcycle Rally. Wilson, who starred in television's "Dallas" and "Walker, Texas Ranger," is currently working on a new movie, "Easy Rider - The Ride Back." (AP Photo/Steve McEnroe)

Cyril Huze Blog...
World's Number One Source For Custom Motorcycle News

<http://www.cyrilhuzeblog.com/2009/08/04/in-sturgis-showbiz-on-wheels-for-charities/>

In Sturgis Showbiz On Wheels For Charities

Published by Cyril Huze August 4th, 2009 in Editorial and Events.

"Leading the pack, the Custom Builders present at the Sturgis Rally mixed with 2-wheel lovers from the show business. Steven Tyler, lead

singer of Aerosmith and partner of Dirico Motorcycle -, John Paul DeJoria cofounder of Paul Mitchell Hair Products and a long-time avid rider - Lorenzo Lamas, actor and founder of Lorenzo Lamas Cycles - Sheree J. Wilson, actress in Texas Rangers, etc.”

Yesterday was the 2009 Sturgis Legends Ride. The event is sponsored by the City of Deadwood, the Legendary Buffalo Chip, and local businesses. The ride benefits two charities chosen by the Kids & Chrome Foundation, namely the Black Hills Children’s Home Society and the Sturgis Motorcycle Museum & Hall of Fame.

For a fee of \$150 you had a chance to belong to the caravan of 250 bikers riding from Deadwood down to US 385 to Nemo, then down Vanocker Canyon to Sturgis and then the Buffalo chip campground. Leading the pack, the Custom Builders present at the Sturgis Rally mixed with 2-wheel lovers from the show business. Steven Tyler, lead singer of Aerosmith and partner of Dirico Motorcycle -, John Paul DeJoria cofounder of Paul Mitchell Hair Products and a long-time avid rider - Lorenzo Lamas, actor and founder of Lorenzo Lamas Cycles - Sheree J. Wilson, actress in Texas Rangers, etc. The ride was again a success, proving once again that showbiz on wheels is still one of the best ways to raise money for charities (John Paul DeJoria was riding an old Indian, not the bike on this picture).



<http://www.rr.com/sports/topicdl/dlt/01wOdsKaIFff/Dallas>

Photos



Sheree J. Wilson, right, chats with "Diva Army" Skaling of Park City, Utah, Monday, Aug. 3, 2009, while checking out Skaling's uniquely decorated 2007 Harley-Davidson Close

AP



<http://www.rapidcityjournal.com/articles/2009/08/03/news/top/doc4a7765034d676228058580.txt>

"Other celebrities on hand for the ride were Steven Tyler of the rock 'n' roll band Aerosmith, actors Lorenzo Lamas and Sheree Wilson and country music star Toby Keith. Keith was scheduled to play Monday night at the Buffalo Chip, where the 40-mile ride culminated Friday. Several prominent custom motorcycle builders and cigar makers were also on hand to meet and greet attendees."

<http://www.examiner.com/x-5822-Seattle-Motorcycle-Examiner~y2009m8d1-Sturgis-locals-predict-attendance-increase>

Sturgis locals predict attendance increase

August 1, 10:22 PM

"In addition, the Legends Ride has 200 riders registered, surpassing 2008 participation. The charity ride expects 250 riders including Aerosmith lead singer Steven Tyler, soap opera star Sheree Wilson, and custom bike builders including Roger Bourget and Christian Clayton."