



EASY RIDER: THE RIDE BACK Starts Sturgis' Engines

July 30, 2009, Los Angeles, CA: One of the world's quintessential cult film classics is riding back into our lives. The long awaited **EASY RIDER: THE RIDE BACK** will be revving up excitement all over South Dakota for the sequel/prequel forty years in the making, by taking part in the **69th Sturgis Motorcycle Rally August 3-9!** More than 400,000 bikers will be participating in this legendary event and are sure to be roaring about this highly anticipated film. Leading the pack will be one of the film's stars, **Sheree Wilson** (WALKER, TEXAS RANGER), along with some of the other cast and filmmakers. They will be joining celebrities like Steven Tyler of Aerosmith in all the legendary rides, concerts, and events that Sturgis has to offer! Cast and filmmakers will be available for photo ops and 1:1 interviews. Contact us for details. Nadine Jolson 310 614 3214 email: jolsoncreative@mac.com

***In addition to event details described below, various members of the Easy Rider contingent will be available in the EASY RIDER: THE RIDE BACK tent located at the legendary Buffalo Chip. They will be signing posters, photos, etc. and selling Easy Rider merchandise. Inside the tent you will also be able to watch a sneak peek of the trailer, clips from the ride at the Cannes Film Festival and more. The historic Captain America and Billy bikes will also be there!

Monday, August 3, 2009:

2nd ANNUAL LEGENDS RIDE: 11-2:30 p.m. cast will be signing autographs at the Silverado.

VIP RECEPTION: 5-8:30 p.m. at Buffalo Chip cast will be joining other celebrities like Steven Tyler, Dale Earnhardt Jr., and more.

TOBY KEITH CONCERT: Monday evening the cast will be backstage.

Tuesday, August 4, 2009:

PHOTO CALL/INTERVIEWS: 12-2 p.m. Photos and/or 1:1 interviews with the cast and filmmakers in the EASY RIDER: THE RIDE BACK tent located on the Buffalo Chip Campgrounds.

METZELER CUSTOM BIKE CONTEST: 2-3 p.m. at Buffalo Chip.

EASY RIDER CAST AUTOGRAPH SIGNING: 3-5 p.m. in the EASY RIDER: THE RIDE BACK tent.

Wednesday, August 5, 2009:

AEROSMITH CONERT: Wednesday evening cast members will be backstage and available for photo ops and/or interviews.

***EASY RIDER: THE RIDE BACK cast and filmmakers can also be seen at upcoming bike events such as the Trail of Tears on September 19, Las Vegas BikeFest™ October 1-4, Biketoberfest October 15-18, and more.

About the film:

Almost 40 years ago Easy Rider captured America's imagination as a counterculture film that explored an era and its trials and tribulations. Now, Part sequel, part prequel, **EASY RIDER: THE RIDE BACK** delves into the family lineage of Wyatt "Captain America" Williams (played in the original by Peter Fonda) and the families trials and tribulations throughout the decades of the 40's, 50's, 60's, and 70's to present day. Juxt-a-posed against the families love affair with motorcycles, the film delves into issues of love, War, honor, and redemption, while keeping true to the spirit of the original film: the iconic "Buddy Ride" and the idea of a continuing search for freedom in an America that is struggling to find its identity.

Opening against the back-drop of present day Americana, the story begins with a conflicted Morgan Williams as he journeys to make amends with his dying father in Arizona. The black sheep of the family, Morgan's 40 year rift with his father has been the product of his following in the footsteps of his older brother Wyatt. Riding aboard the trademark Captain America motorcycle, a chopper which he

recovered and rebuilt after his brother's death in Louisiana, Morgan teams up with his childhood friend Wes Coast as they embark upon an adventure that will force them to confront the past in order to make reparations with the present. From the conflicting battle fields of World War II and Vietnam to the dark past that has splintered a family, EASY RIDER: THE RIDE BACK is a journey for all ages. Every family has its secrets... Every Legend a Beginning. EASY RIDER: THE RIDE BACK will begin holding exclusive sneak peek screenings in select cities starting October 2009 and a national rollout in 2010.

PR : MARKETING

Jolson Creative

Los Angeles

jolsoncreative@mac.com

Nadine Jolson 310 614 3214