



CONVENTION & VISITORS BUREAU
1955 Hunts Lane, Suite 102, San Bernardino, CA 92408
(800) 867-8366 • www.sanbernardino.org

CONTACT

Karen Blanco
Communications Director
San Bernardino Convention & Visitors Bureau
(800) 867-8366
karen@san-bernardino.org

FOR IMMEDIATE RELEASE:

BERDOO BIKES & BLUES RENDEZVOUS POKER RUN ANNOUNCED

SAN BERNARDINO, Calif. (April 8, 2008) – The San Bernardino Convention & Visitors Bureau (SBCVB) has just released the Berdoo Bikes & Blues Rendezvous Poker Run route, a **66-mile ride** through the green hills of San Timoteo Canyon and curving through the tree-lined roads of Live Oak Canyon. The Poker Run will start at the Berdoo Bikes & Blues Rendezvous in the downtown streets of San Bernardino on Saturday, May 3, 2008 beginning at 9:00 a.m. The SBCVB has partnered with the San Bernardino City Professional Firefighters – Local 891 and the city of San Bernardino to create a springtime event featuring motorcycles and music complementing the fall Route 66 Rendezvous®.

The Poker Run is a combination of a navigation rally and poker game. Registered motorcyclists are given rules, instructions, and route directions and are launched from the starting point in downtown San Bernardino. There are specified locations that the motorcyclists will visit to receive a commemorative chip, each will represent a card to be dealt a poker hand. The poker run will end back at the Berdoo Bikes & Blues Rendezvous where motorcyclists will receive cards for the chips. Poker hands will be dealt and scored by poker run officials on the basis of Hoyle's poker rules. Prize money will be awarded to the top 3 winners ranging from \$500 for first prize to \$200 for third prize.

"It's all about the ride," states Bill Beaumont of the San Bernardino City Professional Firefighters who is responsible for establishing the route and acquiring sponsors for the poker run. "It's riding through the hills and enjoying the camaraderie of the other riders while visiting some of the unique and interesting stops along the appropriate 66-mile long ride." Poker stops include various locations along the route including Chaparral Motorsports, Oak Tree Village, Angel's Roadhouse and Quaid Harley-Davidson.

A portion of the proceeds will be donated to the newly named Edward G. Hirschman Burn Center at the Arrowhead Regional Medical Center. "The staff and patients who are treated at the Arrowhead Regional Medical Center Burn Unit are really special people," says Tom Rubio, marketing director for the San Bernardino City Professional Firefighters, Local 891. "Their courage and determination is an inspiration to all firefighters. The San Bernardino City Professional Firefighters are thankful to the San Bernardino CVB and the city for all of their efforts to continue our support of the burn center."

- MORE -



Other attractions to the Berdoo Bikes & Blues Rendezvous will include continuous live entertainment on two stages featuring Rod Piazza and the Mighty Flyers on the Time Warner stage on Saturday evening, the World Guinness Tallest Ride-able Motorcycle, Team Peterson N.A.H.A. performing stunts and signing autographs, RAS Racing with trial stunt shows, a judged bike show with awards, custom builders with masterpieces on display including bikes owned by Vince Neil from Mötley Crüe and Ozzy Osbourne, dyno drags, and vendor and sponsor exhibits along the closed and fenced streets at this family-friendly motorcycle and music festival.

Registration for the Poker Run and tickets can be purchased on line at www.route-66.org or at “Our Town” the retail partner of the California Welcome Center – San Bernardino at 1955 Hunts Lane, off Hospitality Lane in San Bernardino.

The San Bernardino Convention & Visitors Bureau (SBCVB) is a private, non-profit corporation providing destination sales and marketing services for the City of San Bernardino. As a sales and marketing organization, the main objective of the San Bernardino CVB is to promote and market the San Bernardino area as a tourism destination and meeting site.

###

