

Legends AND HEROES of Motocross

www.LegendsAndHeroesTour.org



"Winning isn't everything ~
wanting to win is"

"A professional historical display and time-line of Americas greatest motorsport!"

For Immediate Release



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The Story Continues

From Alex Moroz

Managing Partner

The Legends and Heroes Tour

April 12, 2010 - Merced, CA ~ I just want to thank all of our sponsors and volunteers who have join with us these past few years with the vintage display at the Supercross events and, most recently, with the Legends and Heroes Tour for SX and the AMA Lucas Oil Pro Motocross outdoor series. I can't believe where the time has gone, as it has been just over 3 years that you our volunteers and I have been involved in hosting a vintage experience for the Supercross events. You know it

all started back in 2008 while I was working at Clear Channel in Syracuse, NY. Roy Janson at the time was in transition at Clear Channel as the Supercross guy and he was handing off his responsibilities to his key team members Todd Jendro and Dave Prater. That dialog opened the door for us chat with them about supplying a vintage display for all the SX's across the country. With access to our vintage community and being the AHRMA off road director at the time, it was a great opportunity to get all of our vintage buds together at a SX, set-up some cool vintage machines, and hob-knob with the fans about the history of Supercross, the Champs and the machines that made it all happen. On a shoe string budget, we got a few donations, picked up a 10x20 canopy and a 6x20 backdrop of the famous race of champions photo (courtesy of Peggy Cozart) from Mid Ohio 2007 and hit the road. Our Friends at Bridgestone especially Rory O'Neil brought the canopy display across the country for us to each SX event. Rolf and Tami Greenhill (Rice) were responsible for coordinating all the key people at each venue, while bringing the machines and volunteers together. My hats off and sincere thanks to our SX partners at Feld and to Todd Jendro and Dave Prader. These guys have the passion and have been so great to work with!



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In 2009, I was asked by the new group managing the AMA Pro outdoor series, MX Sports, if I would be interested in bringing the display to the outdoor nationals. An introduction by Roy Janson again opened the door and after a few meetings with Davey Coombs, Carry Coombs, John Ayers and Tim Cotter at MX Sports, we made arrangements to join the series and develop the Legends and Heroes Tour. Shortly thereafter, the Tour got some great exposure, we honored some great champs from RJ, RC, to La-Rock, the Jammer, Tony D, Steve Wise, Chuck Sun and Bad Brad to name a few. It was so gratifying to hear from the track promoters how cool this display was. They identified to the project so well and I can't tell you how gracious they were to me, my wife and the volunteer staff. The highlight of 2009 was the Retro weekend we were a part of for Unadilla. With the help of the MX Sports folks, the Robinson family and our vintage volunteers, we all actually created a "vintage Community for the weekend". There where just under 100 vintage machines on display, the Legends and Heroes

Tour set up was there, Metro racing came to help out and Jill Robinson from Unadilla dug out some of the coolest pictures of the history of Unadilla going back to the real early 70's to today. She presented them with an awesome tent pictorial tour that was jammed all weekend! What a time line! As a kid, I remember being one of the starry eyed fans in those pictures with my Pops getting our first taste of "Dilla dirt"!

In 2009, we also had our first Sponsor and Supporter group for the Legends and heroes Tour for AMA Lucas Oil Pro Motocross series to include FMF, the MX Files, VMX Magazine, Badco, Dunlop, El Viejo, SLS Audio, Racer X, Moto-Retro Magazine, 661, Wiseco, Bren Investments, and Metro Racing, who all collaborated to help out with our launch. We got a new canopy made up and some real cool banner backdrop designed thanks to Taylor creative. Kevin at Taylor Creative with the help from "Little D" and Danny LaPorte out of FMF stepped up to the plate to give us that "Retro" look and be our creative guide. Todd Huffman of the MX files jumped in to help support the project and co-host numerous west coast events with us.

As we went into this year's Supercross season, we had our first company step up to the plate and help as a supporter of our venue. A fellow by the name of Bob Speiss and his company K Walter Service Corporation (www.kwalter.com) became part of Legends and Heroes family. Some of you may know Bob as a multi-time AHRMA National MX champion. He's also had some major accomplishments in the modern motocross ranks and is just an all around good guy in our sport. With his help for the SX program, we were able to dress up our program and offer an enhanced experience for the 2010 Supercross series.



These past few years have been so much fun and we have exposed the great history of our sport to over 1.5 million folks in 2009 alone (not including TV and Web coverage).

So, where are we going from here? Because of the overwhelming support from not only the vintage community, but the general motocross public as well, we have been invited again to join the MX Sports AMA Pro Motocross outdoor series for 2010. Also look for us at the MX of Nations in September and West Coast Moto Jam this spring in Northern California. In planning for this cool project, some of us have seriously considered bringing the Legends and Heroes Tour to the next level. This will include a total historical museum experience wrapped into the national outdoor series and for our MX of Nations in September a special show and tribute to all the American Champions of the Motocross of Nations through the years. I will keep you all posted in the next few weeks of what we will roll out. I may even contact you directly to help support the projects. But most importantly, we are prepared to get to the next level. I hope you can join us for the ride!

Alex Moroz

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About the Tour

The Legends & Heroes Motocross Tour is a professional historical display and time-line of Americas greatest motorsport. The tour includes the machines and the champs of Motocross. The project was conceived by a dedicated group of Motocross Enthusiasts who, over the years, have discovered the value of the rich 40+ years of Motocross legacy and its impact on the American motorsports history. "The dedication and passion of the sport has brought the Legends & Heroes Motocross Tour to the next level of sharing this legacy, the history of the machines and men, as well as the women of Motocross. The history of the Classic Iron and its' champions is a dynamic model ever changing. We see this rich history as a great learning lab for all ages" according to Alex Moroz the tours managing partner.