



**MOTOCROSS HISTORY  
THE RIDERS AND THE BIKES...**

**For Immediate Release**

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*Preserving the history of Motocross, the machines and the racers of this great sport!*

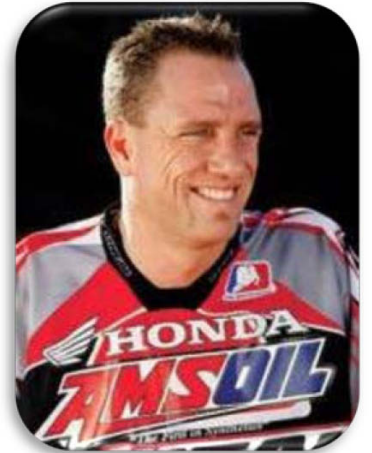
## The Legends & Heroes of MX 2011 Tour will be honoring Mike "The Rock" LaRocco in ST. Louis!



**April 7, 2011 ~ Merced, CA:** Mike LaRocco was born on February 12, 1971 in Michigan City, Indiana. He is a former professional Supercross and Motocross Champion who has often been referred to as "LaRocket" or "The Rock" by race fans and the industry throughout his racing career. LaRocco started his racing in 1988 and finish it with a record 19 seasons under his belt in 2006.

In 1993, he won the 500 AMA Motocross Championship title. The 1994 season saw his winning streak take the 250 AMA Motocross Championship title. LaRocco also won the 2000 World Supercross Championship and 2002 U.S. Open Supercross Championships. In 2005, he made his 214<sup>th</sup> start, setting a record in the sport.

In 2006, LaRocco announced his retirement. At the time of his announcement, he had finished in the top five 145 times.



***Mike LaRocco is considered one of the greatest riders of all time. Congratulations Mike, for a job well done!***

*Stay tuned to future updates and photos coming your way soon!*

**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.