



FOR IMMEDIATE RELEASE
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SCHAMPA RETURNS AS TITLE SPONSOR OF WOMEN'S SPORTBIKE RALLY

Draggin' Jeans by Fast Company signs on as presenting sponsor

Fairmont, W.V. (April 24, 2008) - In a continuing effort to bring together the female sportbike community, the Women's Sportbike Rally returns for the third annual event and is pleased to announce the return of Schampa Rider Wear as title sponsor. Draggin' Jeans by Fast Company signs on as presenting sponsor moving up from their Gold level support in 2007. Set for August 22-24, the rally revisits the Great Smoky Mountains amidst some of America's favorite riding roads such as the famed 318 turns in 11 miles of Deals Gap. Rally headquarters will again be located at Fontana Village Resort in Fontana Dam, N.C. Guests can choose from remodeled cabins or lodge rooms for their accommodations, benefiting from modern conveniences while surrounded by beautiful mountain scenery.

The event guarantees that all participants, women and their guests, will feel welcome. The event includes meet and greet opportunities, group and/or self-guided rides, prize drawings, vendors, food and more. Entrants will also receive benefits including an event t-shirt, raffle ticket for door prizes, food, a bag full of goodies with plenty of surprises.

Our support of the Tiffany Weirbach "Sportbikegirl" Melanoma Foundation continues as well. The foundation, created in memory of Tiffany who died of the disease in 2001, brings awareness to this deadly skin cancer. All proceeds collected are donated to the cause.

With so much in store, we are working hard to finalize the schedule, pre-registration, sponsors and more so stay tuned to www.womenssportbikerally.com for more information. For now be sure to mark your calendars for August 22-24, 2008 and reserve your accommodations at Fontana Village Resort by calling (800) 849-2258 and be sure to ask for the Women's Sportbike Rally rates.

For more information about **Schampa Rider Wear** go to www.schampa.com

For more information about **Draggin' Jeans by Fast Company** go to www.dragginjeans.com

ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE

We are currently seeking all levels of support for the Schampa Women's Sportbike Rally III presented by Draggin' Jeans and we would love to connect companies with this unique opportunity within the female sportbike market. For more details including our marketing packet visit our website's Media and Marketing page.

ABOUT THE WOMEN'S SPORTBIKE RALLY

With few events that focus on the female sportbike rider, the Women's Sportbike Rally was created to bring riders and groups together to meet and ride with others who also identify themselves as a sportbikegirl. With the event nestled in the Smoky Mountains of Eastern Tennessee and Western North Carolina, riders can traverse fantastic roads amidst some of the most beautiful scenery in America. The rally welcomes all female sportbike riding groups, individual sportbike riding women and their guests of all riding levels to this not-for-profit event with all proceeds generated to be donated to the Tiffany Weirbach "Sportbikegirl" Melanoma Foundation. For schedule, registration, sponsors and more go to www.womenssportbikerally.com.