



NEWS RELEASE

Gold Wing Road Riders Association

FOR IMMEDIATE RELEASE

CONTACT: Edward Price
eprice@gwrro.org

800-843-9460

Gold Wing Road Riders Association Announces Wing Ding 2012 in Fort Wayne, IN!

Phoenix, Arizona, July 11, 2011– The Gold Wing Road Riders Association (GWRRA) will hold its 34th annual Wing Ding at the Allen County War Memorial Coliseum in Fort Wayne, Indiana, in July 2012. Wing Ding, the world's largest Gold Wing tradeshow and “family reunion,” will open on July 4th and run through July 7th, 2012. The theme for this international convention will be “*FUN IN THE FORT!*”

Wing Ding first graced the City of Fort Wayne in 2002 and set attendance records as its loyal fan base flocked to the self proclaimed “City of Restaurants” and enjoyed non-stop “Hoosier hospitality” from every corner of the community. In turn, event goers left an economic benefit to the city in the range of \$5-7 million. GWRRA returned to Fort Wayne in 2005 with over 10,000 Members and guests.

According to Edward Price, Marketing Director, “This will be the third time we have returned to Fort Wayne and we are thrilled. This is where we set our all-time attendance record back in 2002 with 13,721 Members and guests. We anticipate breaking that record in 2012! Fort Wayne has always held a special place in our Members’ hearts as one of the most “Friendly” and accommodating cities we have ever been!”

Wing Ding attractions include over 200 product vendors in the comfort of indoor, air-conditioned exhibit space, free seminars on motorcycling, touring, safety and products along with live entertainment throughout the four-day spectacle. Riders can also sharpen their riding skills by taking one of GWRRA’s award-winning Rider Education Courses. And, riders can try out new Honda motorcycles, courtesy of the Honda Demo Team. Wing Ding has established a loyal base of sponsors who make significant contributions to \$50,000 in cash and prizes that is part of the Wing Ding lore and excitement.

This convention will be a “community event” as well, with a Grand Parade going through Fort Wayne and many other events happening throughout the city. There is also an international flavor to Wing Ding with over 13 countries generally in attendance.

GWRRA, whose motto is “Friends for Fun, Safety and Knowledge,” is a non-profit organization that has over 72,000 Members in 50 countries. The Gold Wing Road Riders Association has 4,000 volunteer leaders who provide rider education and social structure, as well as organizing events, rallies, rides and meetings throughout the year. Call (800) 843-9460 for more information or check out the website at www.wing-ding.org

###