



Phil Peterson's Key West POKER RUN

Winner Takes All!

Thursday September 18th - Sunday 21st 2014



Phil Peterson's Key West Poker Run started some 42 years ago as just an idea to drum up some business during a normally slow time of year for his motorcycle business in Miami and Key West. Phil thought if he had a Poker Run to Key West in August and made an event of it, that would do the trick. Phil and a handful of local motorcycle riders, mostly from the Mustang Motorcycle Club decided to try it. The Run started early Saturday morning with sign up at the Miami Store, a ride to Key West hitting five restaurants or bars to draw a card and arriving in Key West in time to get cleaned up for the Awards Dinner, Dance and Bike Show. The best hands would win prizes and as an added attraction they had a Best Dressed Contest (where riders and their passengers would wear matching boots, pants and shirts with their helmets painted to match their bikes) so not only was the bike judged but also the riders were judged for the best looking couple and they were awarded trophies. On Sunday morning they would have a Field Meet showing off their rider skills and scored for different events i.e. slow race, roll a barrel with your front tire, ride over the teeter-totter plank etc. Competing for trophies. In those days there were small well organized riding clubs with a lot of camaraderie and friendly competition between clubs. Everyone would return home on Sunday afternoon and this went on for many years in the early days of the Poker Run.

Today the Poker Run has grown into a major event with police estimates of ten to fifteen thousand riders. In the recent years it has out all of the Key West Hotels with riders staying on nearby Islands and West for the day or party that they Drew Peterson, Phil's son, now promotes the Poker run and believes we can grow this event is to make Week with a Key West Poker Run. So plan is to have motorcycle rides,

events and attractions throughout the Upper and Middle Keys to attract riders to come and stay for the Week and Island hop. There are thousands of hotel rooms and places to stay through-out the upper and middle keys. The idea is to ride down and ride all over the Keys for the first three or four days and enjoy many of the things you can do like, snorkeling or dive trips, fishing and fishing trips, kayaking, jet skiing, para-sailing and of course enjoying Paradise while eating, drinking and shopping. Then there is the Poker Run which will start on Thursday September 18th this year and ends on Saturday the 20th at 5pm at the last stop The Conch Republic Seafood Company in Key West. So far the Island Fish Co on Marathon and Boondocks on Ramrod Key are planning on having special events and parties all week long with each of them having one big party day in that week. You will find all of the hotel accommodations listed by mile marker and rates with phone numbers and e-mail addresses for all of the Keys by visiting Petersonsharley.com and clicking on the Poker Run link, look for last year's program and events.

Again this year, the Peterson's two Miami Harley-Davidson Dealerships will start the week off with a Pre-Poker Run Party, 2015 New Model year Open House and Demo Rides on Saturday September 13 and Sunday the 14th 2014. Come and see all that is new from Harley-Davidson including the all new Street 500 and 750, sign up for the Poker Run, get your Duval parking bands, buy your collectors addition Poker Run t-shirt, cap and pin and get ready to have a good time partying with us. All of the yearly recurring events in Key West will happen auto-magically as they do every year and as they are listed on Petersonsharley.com in the poker run link and in the agenda or programs. Events like the 7th Annual Upper Duval Crawl on Thursday Night, Vendors Village on Green street on Friday and Saturday, Sunset Festivals at Mallory Square, The Hog Roast at Schooner Wharf Bar Friday Night, Duval Street Party closed to motorcycle parking and foot traffic only Friday and Saturday, Rick's / Durty Harry's Bike Show by Big Bike Rider's Association

Saturday, Sloppy Joe's Biker Beer Garden sponsored by Yuengling Beer, 20th Annual Blessing of the Bikes by the Christian Motorcycle Association, Biker Bash Pool Parties and last but not least the Biker Bloody Mary Brunch on Sunday. The main event is the awards for the best poker hands and the one game of Texas Hold-em for the New Harley-Davidson 500 Street held 11pm Saturday Night TBA.

Again this year, you can sign up on line now for the Poker Run at petersonsharley.com or in person starting September 1st, at one of the Peterson's Harley-Davidson Dealerships. You can also sign up in Key West at the Conch Republic Seafood starting September 18th and you can do the Poker Run in reverse or draw all five cards on the spot. Buy as many hands as you like and increase your chances. Sign up for the Poker Run is ten dollars a hand and you will also receive a discount price of five dollars for a parking band for each motorcycle. The band will give you free parking on Duval Street for the Friday and Saturday Street Parties. If you do not sign up for the Poker Run you will have to buy a Duval Parking band for ten dollars on site when entering Duval Street. All proceeds go to help local charities like the [Diabetes Research Institute](http://DiabetesResearchInstitute.com) and the Key West Rotary Club so sign up and help a good cause.

Again this year is a contest for the Oldest Official Phil Peterson's Key West Poker Run t-shirt for a \$300. Peterson's gift card going to the winner. There will also be the Furthest Traveled Contest for a \$200. Peterson's gift card the winner must have ridden their motorcycle the entire distance, to be announced at the final awards at 11 pm Saturday night.

Sign up and stay up on the latest updates for the Poker Run at petersonsharley.com and on our app at hdmiami.com (working on changing it to) Petersons Poker Run. Brought to you by the Monroe County Tourist Development Council.

The Florida Keys & Key West
 come as you are!

