

41st Annual Key West Poker Run revs up and roars into town

The 2013 Key West Poker Run takes place throughout the Florida Keys for a long weekend of road warriors, with events scheduled from Thursday through Sunday.



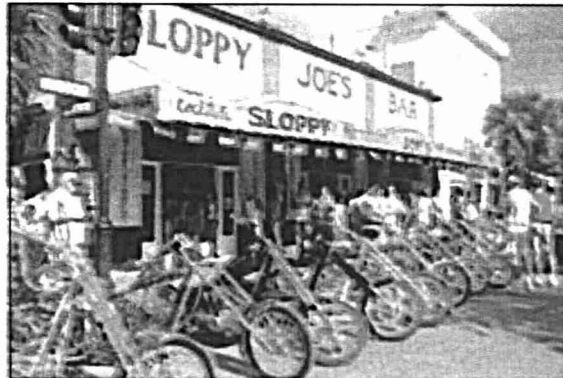
Phil Peterson's Key West Poker Run started 41 years ago as simply a way to drum up business during a slow time of year for his motorcycle business in Miami and Key West.

Peterson and a handful of local motorcycle riders, mostly from the Mustang Motorcycle Club, started early on a Saturday morning at Peterson's Miami shop. The riders stopped at five restaurants or bars between Miami and Key West, drawing a card at each location in an attempt to form the best poker hand possible by the time they got to Key West, where they got cleaned up for an Awards Dinner, Dance and Bike Show.

The Poker Run has grown over the past four decades into a major event and now draws an estimated 10,000 to 15,000 bikers down the island chain.

Drew Peterson, Phil's son, now manages and promotes the Poker Run and has made it a Keys Bike Week with a Key West Poker Run. So this year will feature motorcycle rides, events and attractions throughout the Upper and Middle Keys.

Poker Run stops will open Thursday morning, starting with Gilbert's Resort in Key Largo. The run also stops at the Postcard Inn on Islamorada, Island Fish Co. in Marathon, Boondocks on Ramrod Key



Bike Week 2012



Early Poker Run field meet

and ends at 5 p.m. Saturday at the Conch Republic Seafood Co. in Key West.

All the money raised from the \$10 poker hands benefits charities including the Diabetes Research Institute and the Key West Rotary Club.

For a complete schedule of events and parties, visit www.petersonsharley.com.

