

# University of Miami Miller School of Medicine

## News: Upcoming Events

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### Phil Peterson's 41st Annual Key West Poker Run and Kickoff Events to Benefit the Diabetes Research Institute

09.14.2013 | 1 p.m.

For four decades, motorcycle enthusiasts have traveled the famed Seven Mile Bridge for Phil Peterson's Key West Poker Run during the third week of September. What started with just 46 riders now attracts more than 10,000, making it South Florida's biggest biker party of the year. As it has been from the beginning, the festivity is also a fundraiser, raising more than \$500,000 for the Diabetes Research Institute in just the past two decades. Also benefiting is the Key West Rotary Club. Despite the event's already enviable popularity, organizers Drew and Dirk Peterson, Phil's sons, continue to usher in exciting new elements, including multiple opportunities to win a motorcycle.

Held annually, the Pre Poker Run Party, which is combined with the New Model Open House, will take place from 1 to 7 p.m. on Saturday, September 14, at Peterson's Harley-Davidson of Miami and Sunday, September 15, at Peterson's Harley-Davidson South. Thanks to the Petersons and Yuengling, America's oldest brewery, one lucky person at each location will win a motorcycle or a \$10,000 store gift certificate. The newly established Keys Bike Week will encourage revelers to hit the Upper Keys September 16-18 before beginning the Poker Run on Thursday, September 19, one day earlier than in years past.

Participants who have purchased one or more poker hands will pull cards at designated stops along their journey between Miami and Key West. Those with the best hands will vie for a brand new Harley-Davidson 883 Iron in a game of Texas Hold 'Em on Saturday evening, September 21, at The Rose Tattoo Bar, formerly Cowboy Bill's. New this year, prizes will be given to the person with the oldest official Phil Peterson's Key West Poker Run T-shirt and the person who has traveled the farthest on his or her bike to attend. The rest of the weekend will be spent merrymaking along Duval Street, which will be closed to outside traffic. Featured attractions include a bike show and a myriad of contests and bashes.

Registration is available at both Peterson's stores throughout September. During the Poker Run, registration will begin at 8 a.m. Thursday and close at 5 p.m. Saturday in both locations. Participants can purchase one or more poker hands for \$10 each and receive a parking band for the discounted price of \$5. (Attendees who do not participate in the poker run will need to purchase a parking band for \$10 upon entering Duval Street.) The first of five stops will be open Thursday morning at 9 a.m. in Key Largo, and the last stop will close at 5 p.m. on Saturday in Key West.

Learn more at [www.DiabetesResearch.org/Phil-Petersons-Poker-Run](http://www.DiabetesResearch.org/Phil-Petersons-Poker-Run).