

## THRILLS, RECORDS AND MILESTONES

Arizona Bike Week 2023 reported its highest attendance ever, as 85,000 visitors turned out at WestWorld in Scottsdale for the five-day motorcycle rally and music fest—10,000 more than the previous year and its largest crowds to date. More than 40 percent of attendees were from out of town, including many international visitors.

"This was our first year as an all-woman-owned bike rally, and we are incredibly proud to have reached this milestone," said Lisa Cyr, organizer and part-owner of the event.

The action-packed week included aerial and freestyle stunt shows, demo rides, live music from local bands, and huge blockbuster concerts by headliners Billy Idol, Staind, Megadeth and Texas Hippie Coalition.

The PowerYard offered non-stop entertainment at two huge bar tents all week. One, the HandleBar Saloon, provided live music all day and evening from the best local area music scene. The other, the Kickstand Bar & Grill, offered entertainment and events, including three different bike shows in the PowerYard, one just for women riders.

The most highly attended day was Saturday, which featured a custom bike show and Staind performing in the RockYard that night.

Five charity rides during the event raised thousands of dollars for various charities, from children's hospitals to cancer foundations.

On Sunday, the final day of Arizona Bike Week, organizers turned the HandleBar stage over to the incredibly talented young musicians from Alice Cooper's Solid Rock Teen Centers. Bike Week also made a \$5,000 donation to Solid Rock, supporting the Teen Centers, which offer free music, dance and art lessons to teens, and providing a paycheck to the performing bands that day.

For info on 2024, visit [Arizonabikeweek.com](http://Arizonabikeweek.com). ■

