

# News Release



Media Contact: Amanda Staudemeyer  
rumbleonthelake@gmail.com  
PO BOX 622 Cable, WI 54821  
715 | 798.2346

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## **2017 Rumble on the Lake Motorcycle Fundraising Event**

Spring has sprung and its time tooooo ride! The 5<sup>th</sup> annual Rumble on the Lake ride to benefit local and national charities for people is set for Saturday June 3<sup>rd</sup>, 2017. This year's 125+ mile tour will start and end at Ammo Evergreen Tavern in Cable, WI and continue to showcase the beauty of Lake Namakagon and northern Wisconsin.

Riders can register early at Ammo's Evergreen Tavern or at 4 Seasons Resort for \$20 per person and includes ride, lunch, live music Friday and Saturday. Registration is also available on the day of event at the start of the ride. Proceeds from the sale of ROTL branded clothing, silent and live auction items will benefit **St Jude's Children's Hospital, Scholarship for one Drummond High School senior, and C.A.R.E. (Cable Area Resources in Emergencies).**

Kickstands up at 10am on Saturday June from Ammo's Evergreen Tavern located at 20105 Co Hwy M Cable Wisconsin.

Friday night June 2nd we start this off right with a party at Staudemeyer's Four Seasons Resort located at 44800 Birch Point Road with Live Music by The 2<sup>nd</sup> Time Around Band from 7-11. Then it is kick stands up on Saturday June 3<sup>rd</sup> from 10 – 5 followed by live music by StilletO Rock and Roll Band from 5-9 at Ammo's Evergreen Tavern located at 20105 CTY Hwy M, food, specials and fun.

**Rumble on the Lake** is the unofficial kick-off the "Up North" big little ride weekends. The event will showcase the best in Wisconsin and has emerged as a recognized event across the state. We expect to see over 300+ participants sharing their love of motorcycles, the north woods while giving back to our community. Come join and help us reach our 2017 goal of \$18,000. We promise that this event will not disappoint.

For more information and to learn more, find us online at [www.rumbleonthelake.com](http://www.rumbleonthelake.com). To keep up with how we roll throughout the year "like" us on FB!

# Event Background



My name is Amanda Staudemeyer, Chair of Rumble on the Lake, INC and this is my story. Five years ago, I purchased my first motorcycle. After my first summer, I had nearly 10,000 miles under my belt and I was hooked. Over the following winter, I wanted to combine my new love of motorcycles with a desire to help my community.

The idea to organize a local motorcycle event surfaced with my friend and colleague Stacy Meyer. Our criteria were simple:

- *Give back to the community, with a focus on children*
- *Showcase the Cable area as the premier motorcycle destination in the Upper Midwest*
- *Create the safest and most fun “biggest little ride in America”*

The project was underway and in weeks our first event brought 47 motorcycles and \$7000, all of which was donated directly to St. Jude’s Children’s Hospital. Five years later, we have grown to over 250+ riders and \$50,000+ dollars in donations benefiting community organizations.

None of this is possible without the kindness and generosity of our sponsors and support from the riders. Show our sponsors some love and give them your business! It is with great hope and love for this event that we will watch it to continue to grow!

## **Rumble on the Lake**

***Helping people Live Full Throttle, One Ride at a Time***

Our Mission:

**To focus our resources in support of a broad spectrum of local needs in our community**

# **RUMBLE ON THE LAKE (ROTL)**

## **Frequently Asked Interview Questions**

### **How did this project get started?**

*I purchased my first motorcycle in June of 2012. One day in March of 2013 while driving home from Madison, WI the talk of a motorcycle event surfaced.*

### **What is the mission of Rumble on the Lake?**

*Rumble on the Lake is a nonprofit organization whose purpose is to focus resources to support a broad spectrum of local needs in our community.*

### **What are the details for the ride route?**

*Each year the ride is a bit different. To provide a sense of adventure we don't let out the details until the day of the even. The routes we specifically design for ROTL are approximately 125 miles. In the past riders experienced the shores of Lake Superior, the Chequamegon National Forrest and heart of Northern Wisconsin. We welcome anyone to join us too see the entire ride!*

*Go to our website and see past routes at [www.rumbleonthelake.com](http://www.rumbleonthelake.com)*

### **What other event details can you tell us?**

- *Kickstands up at 10am on Saturday June 3rd<sup>h</sup> from Ammo's Evergreen Tavern located at 20105 Co Hwy M, Cable, WI.*
- *Registration is \$20 per person and includes ride, lunch, live music Friday and Saturday.*
- *You can purchase ROTL clothing and participate in silent auction*
- *Proceeds benefit St Jude's Children's Hospital, Two Drummond High School Scholarships, and C.A.R.E. (Cable Area Resources in Emergencies).*
- *Riders can registrar at Ammo's Evergreen Tavern or Four Season Resort.*
- *Day of registration will take place at Ammo's Evergreen Tavern prior to the ride on Saturday June 3<sup>rd</sup>*
- *Friday night kickoff party at Staudemeyer's Four Seasons with Live Music by 2<sup>nd</sup> Time Around Band from 7-11pm*
- *Ride concludes at Ammo's Evergreen Tavern with Stiletto Rock and Roll Band from 5-9 with food, specials and fun.*
- *Additional information can be found on our website [www.rumbleonthelake.com](http://www.rumbleonthelake.com)*

### **Where is Namakagon?**

*The headwaters of the Namakagon River starts in Bayfield County Wisconsin at Lake Namakagon in the heart of the Chequamegon National Forest, 15 miles from Cable, Wisconsin. It is here you find the magic and beauty of the north woods, four remarkable seasons and a unique community of entrepreneurs, artists, and hard working people. It starts in a forest at a lake, and headwaters of a river. The river flows to the Mississippi and it runs south to a Gulf and the oceans. It is a place that is connected.*

### **What are people saying about the Rumble on the Lake?**

- *"On Wisconsin Ride on! "*
- *"Wow! Wow! and Holy Cow"*
- *"Looking forward to it! I can't believe the great auction items this year!"*
- *"Here's to Rumble on the Lake, a really fun weekend, and all for a great cause"*

### **Any last thing you want our audience to know about the Rumble on the Lake?**

