



## Thunder Run History

### Thunder Run – Riding to Cure Diabetes

- **On July 11<sup>th</sup> 1998**, the Capital City Riders Motor Cycle Club (CC Riders), Decker Harley-Davidson and the Four Lakes Harley Owners Group held the first Thunder Run. The event was for all motorcycle enthusiasts, designed to raise money for the American Diabetes Association's critical research initiatives, educational programs and support services. The one day event included Thunder Run with five stops, entertainment, food/beverages, door prizes and a Harley-Davidson Softail® Heritage motorcycle raffle. Corporate sponsor's included Budweiser, Pizza Hut, Kraft, Subway, Hooters and Pepsi. Hundreds participated and raised \$76,000 for the Madison chapter of the American Diabetes Association.
- **On July 10<sup>th</sup>, 1999**, CC Riders, Four Lakes Harley Owners Group and Decker Harley-Davidson hosted the 2<sup>nd</sup> annual Thunder Run including a Poker Run, t-shirts sales, entertainment, door prizes, food/beverages and a Harley-Davidson Road King Classic® motorcycle raffle. A check for \$59,641 was presented to the Madison Chapter of the American Diabetes Association.
- **On July 8<sup>th</sup>, 2000**, CC Riders, Four Lakes HOG and Decker Harley-Davidson sponsored the 3<sup>rd</sup> annual Thunder Run including a poker run, t-shirt sales, entertainment, door prizes, food/beverages and a Harley Davidson Road King Classic®. \$35,000 was raised for the Madison Chapter of the American Diabetes Association (716 riders).
- **In 2001**, the Four Lakes HOG chapter and Decker Harley-Davidson sponsored the Thunder Run poker run ending at Fireman's Park in Middleton. A Harley Davidson Sportster®1200 Custom signed by Willie G and Bill Davidson was raffled off; the event raised \$17,000 for the Madison Chapter of the American Diabetes Association (400 riders).
- **On June 22, 2002**, Four Lakes HOG Chapter and Bob Oyler, new owner of Capital City Harley-Davidson sponsored the Thunder Run Poker run ending at Fireman's Park in Middleton. A Harley Davidson V-Rod® Motorcycle was raffled and the event raised \$31,000 for the Madison Chapter of the American Diabetes Association.
- **On June 28<sup>th</sup>, 2003**, the new Capital City Harley-Davidson opened and hosted the event on the dealer grounds at Millpond Road in the Town of Blooming Grove. Thunder Run's poker run and Harley Davidson Fat Boy® motorcycle raffle raised \$39,000 for American Diabetes Association and added the Juvenile Diabetes Research Foundation (JDRF).
- **On July 9<sup>th</sup> and 10<sup>th</sup> 2004**, Thunder Run expanded to a 2-day event hosting the Bikini Biker Calendar Contest on Friday night and the Thunder Run Ride on Saturday. Hundreds of riders motorcycled to find a cure for diabetes, to our host city of Waterloo. Area businesses provided volunteers to assist, on site vendors, bike show, tattoo contest, door prizes, raffles, food, beverage,

musical entertainment and a Harley Davidson Road King Classic® motorcycle raffle, raised \$92,600 for ADA & JDRF.

- **On July 8<sup>th</sup> and 9<sup>th</sup> 2005**, Thunder Run continued with the 2-day event, hosting the Bikini Biker Calendar contest on Friday night and the Thunder Run Ride on Saturday. Hundreds of riders participated in the Thunder Run ride to our host city of Waterloo, bike show, tattoo contest and enjoyed entertainment. A Harley-Davidson Softail® Deluxe raffle assisted in raising \$79,300 for ADA & JDRF.
- **On July 9<sup>th</sup> and 10<sup>th</sup> 2006**, Thunder Run held their 2-day event, hosting the Bikini Bike Calendar Contest on Friday night with Quest and the Rippin' Horns and the Thunder Run Ride on Saturday. 500 Bikes participated in our Thunder Run Ride to our host city of Lake Mills, and then returned to enjoy bike show, tattoo contest, auction, door prizes, vendors, food & beverage. Music provided by Pink Houses. Our honored guest was Bill Davidson (great grandson of the founding fathers); Bill himself was diagnosed with diabetes as a child. Bill drew the winner of the 2006 limited edition Super Glide with matching trailer. Bill stayed for 4 hours meeting participants and signing autographs. \$90,500 was raised for ADA & JDRF.
- **On July 13<sup>th</sup> and 14<sup>th</sup>, 2007**, the tenth annual Thunder Run was held at Capital City Harley-Davidson. This year's Thunder Run began with a local Busch driver Todd Kluever, hosting the 1st Annual Todd Kluever Ride To Cure Diabetes in June and donating over \$20,000 to Thunder Run. On Saturday July 14, hundreds of motorcyclists rode into our host city of Edgerton, where they were greeted by hundreds of observers, waving flags, thank-you signs and taking pictures. Edgerton's community rolled out the red carpet and honored the motorcyclists in their fight to find a cure. Thunder Run's poker run, Todd Kluever donation, silent auction, 07 Street Glide raffle bike and participants raised \$120,000 for American Diabetes Association and Juvenile Diabetes Research Foundation.
- **On July 11<sup>th</sup> and 12<sup>th</sup>, 2008**, The eleventh annual Thunder Run 2-day event was held at Capital City Harley-Davidson, hosting the Bikini Biker Calendar Contest and music on Friday night and the Thunder Run Police Escorted Ride on Saturday. This year's event included \$5,000.00 in prizes donated in part by WAL-MART drawn at Columbus, our host city for the participants in the motorcycle ride only. Area businesses provided volunteers to assist, on site vendors, bike show, tattoo contest, door prizes, raffles, food/beverages and musical entertainment were on the venue. A Harley Davidson 105<sup>th</sup> Anniversary Street Glide motorcycle was raffled and the event raised \$90,500 for ADA and JDRF.