

FOR IMMEDIATE RELEASE: February 20, 2012

Contact: Mike Meyers
Blockhead City
PO Box 145, Jenison MI 49429
616-322-7709 or amikemeyers@gmail.com

AUTHOR, TELEVISION PRODUCER & BIKER PERSONALITY TO MAKE APPEARANCES DURING DAYTONA BIKE WEEK

Edward Winterhalder has been riding Harleys since 1974, and is one of the world's leading authorities on bikers, motorcycle clubs and the Harley-Davidson biker lifestyle; his books about the culture are published in multiple languages and sold all over the world.

"Because I have lived the biker lifestyle myself for more than thirty-five years, I feel confident that I can write about what really goes on in the life of a biker on a day-to-day basis," he said.

In addition to his literary endeavors, Winterhalder is a consultant to the entertainment industry for television, feature film and DVD projects that focus on the Harley-Davidson biker lifestyle and has appeared worldwide on television networks such as History Television, Prime, CBC, Bravo, National Geographic (Nat Geo), Global and the History Channel.

"It's nice to be able to provide my readers with a realistic snapshot of our lifestyle, but the real goal is to preserve the biker culture accurately for generations to come," Winterhalder said.

"Twenty-five years from now, or a hundred years from now, I don't want someone to do a Google search for 'bikers' and only find episodes of *Gangland* or *Sons of Anarchy*," he added.

Winterhalder's books include *The Moon Upstairs: A Biker's Story* (coming fall of 2012), *One Light Coming: A Biker's Story*, *Biker Chicz of North America*, *The Mirror: A Biker's Story*, *Die Übernahme*, *Biker Chicks: The Magnetic Attraction of Women to Bad Boys and Motorbikes*, *L'Assimilation*, *All Roads Lead To Sturgis: A Biker's Story*, *The Assimilation* and *Out in Bad Standings*.

He is also the creator and executive producer of the *Biker Chicz* reality television series and the *Living On The Edge* reality television/DVD series, and during Bike Week, Winterhalder will be making appearances and signing books and DVDs at the following locations:

<u>Date</u>	<u>Where</u>	<u>Time</u>
Fri 3/09	Seminole Harley-Davidson in Sanford FL	1pm to 6pm
Sat 3/10	Deland Bike Rally in the Seminole HD booth	10am to 6pm
Tue 3/13	Seminole Harley-Davidson in Sanford FL	1pm to 6pm

Wed 3/14	Seminole Harley-Davidson in Sanford FL	1pm to 6pm
Thu 3/15	Seminole Harley-Davidson in Sanford FL	1pm to 6pm
Fri 3/16	Seminole Harley-Davidson in Sanford FL	1pm to 6pm
Sat 3/17	Seminole Harley-Davidson in Sanford FL	1pm to 6pm

For more information about Edward Winterhalder, his books, television shows or DVDs, please go to his website at www.blockheadcity.com or look him up on Google.

###