



## **JASON LEE & GIOVANNI RIBISI TO PRESENT ELVIS AWARD AT LEGEND OF THE MOTORCYCLE**

*For immediate release.* San Francisco – 23 April 2008 – Motorcycles and rock ‘n’ roll have always gone hand in hand, each representing a spirit of rebellion, self-expression and freedom. To celebrate this spirit and pay tribute to a music legend who loved motorcycles, the exclusively licensed Elvis Award, proudly sponsored by Lucky Brand Jeans, will once again be presented at the upcoming Legend of the Motorcycle Concours and will be conferred by actors, rock ‘n’ roll aficionados and motorcyclists Jason Lee and Giovanni Ribisi.

Friends and riding partners Jason Lee (*My Name Is Earl, Vanilla Sky, The Ballad of Jack & Rose*) and Giovanni Ribisi (*Flight of the Phoenix, Gone In 60 Seconds, Cold Mountain*) will select and present the special award for the bike they feel best represents the King of Rock ‘n’ Roll out of a field of over 250 rare and historic motorcycles spanning over a century of history and popular culture.

Furthermore, Lee will unveil his custom motorcycle, the Bullet Falcon, on Concours morning with builder Ian Barry of Falcon Motorcycles.

Says Lee, “I’ve always been into motorcycles, having ridden dirt bikes as a kid, but as I got older I became fascinated with vintage British and Japanese bikes. When I saw a photo of an old Reading Standard board track racer I knew I wanted to build something as beautiful and unique, and I knew the only person for the job was Ian. I never could’ve imagined how incredible the end result would be.”

Lee has a small but substantial collection of rare motorcycles. He’s not just a collector, but also a daily rider. One day pal and fellow actor Ribisi showed up on a custom Triumph that Lee couldn’t get out of his mind, so he arranged to meet with it’s builder, Ian Barry. Barry had been dreaming up ideas to build bikes not unlike the one Jason was envisioning, so it was a meeting of minds and the year-long process of building the Bullet Falcon began.

Lee, Ribisi, Barry, the Bullet Falcon and the Elvis award will all come together in just ten days from now at the third annual Legend of the Motorcycle on Saturday, May 3<sup>rd</sup> in Half Moon Bay, California (just south of San Francisco). For tickets and more information on this unique world event, visit: [LegendoftheMotorcycle.com](http://LegendoftheMotorcycle.com).

For signature clothes rooted in motorbikes and rock ‘n’ roll, check out [LuckyBrandJeans.com](http://LuckyBrandJeans.com).

To learn more about the creations of Falcon Motorcycles and its founders, Ian Barry and Amaryllis Knight, go to: [FalconMotorcycles.com](http://FalconMotorcycles.com).

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