



FOR IMMEDIATE RELEASE

For more information, contact:

Robin Barry

rmb331@gmail.com

414-364-6488

The Brewtown Rumble Vintage Motorcycle Show Announces Royal Enfield as 2019 Presenting Sponsor
Royal Enfield secured rights to a three-year sponsorship of the Milwaukee-based vintage motorcycle show.

MILWAUKEE, WI (April 8, 2019) – The Brewtown Rumble, Milwaukee-based vintage motorcycle show, announces Royal Enfield as its 2019 presenting sponsor. The two organizations continue to strengthen ties through an exclusive sponsorship agreement for the next three years.

The Rumble is a ride-in vintage motorcycle show with an emphasis on bikes 35 years or older. All makes and models are featured and everyone is welcome – riders and motorcycle enthusiasts alike. During the event enjoy live music, vendors and food from some of Milwaukee’s best restaurants and food trucks.

The Brewtown Rumble will be held on Sunday, June 2 from 11 a.m. to 5 p.m. at the Fuel Café (630 S. 5th St.) in the Historic Walker’s Point Neighborhood on South 5th St. from Virginia St. to National Ave. The Fuel Café is a motorcycle-themed café and bar known for killer-coffee and great food.

Now in its fifth year, the Rumble continues to grow and build its reputation among vintage motorcycle enthusiasts. Proceeds from the event go to [BUILD Moto](#), an educational organization dedicated to pairing teams of high school students with bike-building mentors in a collective effort to learn valuable life and interpersonal skills while restoring vintage motorcycles.

“Milwaukee has a strong motorcycle culture full of enthusiasts who like to come together to support a great cause.” said Kevin Frank, the lead organizer of the Brewtown Rumble and member of the BUILD Moto board of directors. “The Rumble is about celebrating our passion for riding these old bikes but also supporting our next generation of builders, mechanics and riders. The BUILD program is all about getting local youth interested in riding as well as learning skills they can use in the future from project management to skilled trades.”

The Rumble is a community event and partnerships are very important when it comes to successfully organizing and raising money for the BUILD Program. “We value being part of the Milwaukee motorcycle community and the continued relationship with the Brewtown Rumble. This is our 4th year being a part of the Brewtown Rumble and our 3rd year as the presenting sponsor. We believe in this event and are equally as excited to sign a 3 year partnership,” says Bree Poland, Head of Marketing and Communications at Royal Enfield North America.

For more information, including how to enter a vintage motorcycle in the show, visit BrewtownRumble.com. To learn more about Royal Enfield, visit RoyalEnfield.com/usa.

###