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Hubbard Radio-St. Louis partners with Sack Lunch Productions to host first-ever “Trike Riot” event

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ST. LOUIS – Hubbard Radio-St. Louis announces that they have partnered with events production company Sack Lunch Productions Inc. (OTC: SAKL) to host the first ever “Trike Riot” event on Saturday, August 20, 2016 at the Chesterfield Amphitheater, located at 631 Veterans Place Drive in Chesterfield, Missouri.

Sack Lunch Productions – the same company that created the popular Dirty Dash[®], Color Me Rad[®], Slide the City[®] and The Lantern Fest[®] events – is redefining bicycle races with wheeled goods brand Razor for its newest event concept, Trike Riot.

The St. Louis Trike Riot event will start with the 11:00 am morning assembly party, allowing those who purchased the Razor DXT Drift Trike to assemble and decorate their shiny new three-wheeler. Beginning at 2:00 pm the ride of a lifetime begins, when hundreds of trikes hit city streets. The course remains open for six hours so participants can continue to ride throughout the day.

From the assembly party to the festival at the finish line, there will be music, food and local vendors so riders can refuel between laps. Trike Riot is geared for all ages; in fact, the first three hours of the event will be more family-focused to ensure children and parents can take a leisurely ride around the course.

Trike Riot partnered with the Hubbard Radio-St. Louis stations – 92.3 WIL, 101ESPN and 106.5 The Arch – to ensure the event will be unforgettable. Passes for Trike Riot come with or without a Razor DXT, and registration is now available at <http://www.trikeriot.com/location/st-louis/>.

The Pricing Levels* and Registration Deadlines for the St. Louis Trike Riot event are as follows:

- **Early Bird** – 5/14-5/27/16 (with Razor DXT – \$90; without Trike – \$30)
- **Regular** – 5/28-7/1/16 (with Razor DXT – \$100; without Trike – \$40)
- **Late** – 7/2-8/12/16 (with Razor DXT – \$110; without Trike – \$50)
- **Last Call** – 8/13 to 8/19/16 (with Razor DXT – \$120; without Trike – \$60)
- **Day of Event** – 8/20/16 (with Razor DXT – \$140; without Trike – \$80)

**Price does not include service fees. If registering with the Razor DXT Drift Trike, please make sure you have space in your vehicle to bring the bike(s) home.*

Ameren Missouri is the local presenting sponsor for Trike Riot's St. Louis debut. Other sponsors include REDD's Apple Ale and Dr. Pepper. Proceeds from the event will benefit the American Cancer Society.

For more information about the inaugural Trike Riot event in St. Louis, please contact Brad Buehlhorn, Hubbard Radio-St. Louis' Director of Integrated Marketing and Events, at 314-983-6000 or via email at bbuehlhorn@hubbardradio.com

About Hubbard Broadcasting, Inc.

Started in 1923, Hubbard Broadcasting, Inc. is an American television and radio broadcasting corporation based in Minneapolis-St. Paul, Minnesota that was started by Stanley E. Hubbard. Hubbard Broadcasting now operates 21 radio stations as well as twelve television stations in Illinois, Minnesota, Missouri, New Mexico, New York, Ohio, Utah, and the District of Columbia.

In addition to radio and television broadcast stations, other Hubbard Broadcasting companies include the satellite and cable networks ReelzChannel (launched in 2006) and Ovation TV, F&F Productions and the Hubbard Radio Network, which is used to distribute KSTP-AM's local talk shows to subscribing radio stations in Minnesota, North Dakota and Wisconsin.

Hubbard Broadcasting is a family-run and -operated business. In the past 10 years, Hubbard radio stations have been awarded multiple NAB Marconi Awards, NAB Crystal Awards, NABEF Service to America Awards and AWM Gracie Awards.

About Trike Riot

Trike Riot is the newest event produced by Sack Lunch Productions Inc. (OTC: SAKL). Together with Razor, Trike Riot has super-sized childhood trike rides. With music, vendors and courses located on city streets this one-of-a-kind event is sure to be unforgettable.

ABOUT RAZOR USA

Based in California, the Razor brand embodies the spirit of fun and freedom. The company was founded in 2000 with the introduction of its now legendary kick scooter, which quickly became an essential ride for anyone on the go. Today, Razor products are available worldwide, with a full range of wheeled goods to inspire and excite riders everywhere. www.razor.com. How do you #RideRazor?

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