



Gold Wing Road Riders Association

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Press Release

Gold Wing Road Riders Association Returns to Greenville, South Carolina, in 2008!

Phoenix, Arizona — The Gold Wing Road Riders Association (GWRRA) is pleased to announce its 30th annual Wing Ding will be in Greenville, South Carolina, next year. The international convention opens Thursday, July 3, and runs through Sunday, July 6, 2008, at the Carolina First Center, formerly known as the Palmetto Expo Center.

Wing Ding is the world's largest convention of owners of Honda Gold Wing and Valkyrie motorcycles, and Wing Ding 30 will highlight a yearlong celebration of GWRRA's 30th anniversary. Previous visits to Greenville were in 1995 and 2001. More than 10,000 Gold Wing motorcycle owners and riders are expected to attend Wing Ding 30, which could generate between \$10-15 million in direct economic impact to the area.

Much has changed in Greenville since GWRRA's last visit. Now owned by the City of Greenville, the Carolina First Center began a \$22 million enhancement plan in 2005 and, with completion scheduled by spring of 2008, is the largest convention center in the state, with 315,000 square feet of exhibition space and 88,000 square feet of meeting and conference space.

Just minutes away, Greenville's award-winning downtown has undergone revitalization as well. Always a visitor's delight—with its array of restaurants, art galleries, theaters and specialty boutiques—the West End district has added an incredible structure called the new Liberty Bridge that spans the scenic Reedy River Falls Historic Park and waterfalls. Other revitalization efforts include the Governor's School for the Arts and a new baseball stadium, West End Field, that is reminiscent of Fenway Park, and home to a fitting sculpture of one of Greenville's own—baseball legend Shoeless Joe Jackson. The area also has more than a thousand restaurants and nightspots.

“GWRRA Members will really enjoy the Greenville area, especially with its citywide improvements since our last visit there,” says GWRRA's Executive Director, Melissa Eason. “Greenville citizens are excited to have us back, and I'm certain they will welcome us with the same warm, Southern hospitality they have in years past. We're also pleased to be back on the East Coast and look forward to the opportunity for more Members from that area of the country to be able to join us. So be sure to come help us wrap up a yearlong celebration of GWRRA's 30th anniversary at Wing Ding 30 in Greenville, South Carolina!”

Accommodations in Greenville range from quaint bed-and-breakfasts to major hotels, including the Hyatt, Hilton, Marriott, and Embassy Suites. The Greenville Convention and Visitors Bureau is handling room reservations for the more than 2,400 rooms in GWRRA's room block, including the three host hotels. Currently, reservations for the room block can be made online at www.greenvillecvb.com/housing using a live inventory system that allows you to book directly with your hotel of choice. Host hotel information will be forthcoming.

Managing Director of Event Management Group, Ed Price, in charge of planning the event, adds however, “Though more than 8,000 rooms are now available in the immediate area, as always, we urge GWRRA Members who want to attend to make their room reservations early.”

Visitors to previous Wing Dings held in Greenville have raved about the riding en route to Greenville through the Great Smoky Mountains. Located in the northwestern corner of the state, Greenville enjoys a temperate summer climate, with average daily highs of 89 degrees F and daily lows of 69 degrees F.

GWRRA, whose motto is “Friends for Fun, Safety and Knowledge,” is a not-for-profit organization with over 80,000 Members in 52 countries, and 4,000 volunteer leaders providing rider education, social structure, organizing events, rallies, rides and meetings throughout the year. Visit GWRRA's websites: www.gwrro.org and www.wingding.org or call (800) 843-9460 or (623) 581-2500 (in Phoenix) for more information.

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