



press release

Moto Guzzi from *Wheels of Desire* Motorcycle Exhibition in the Janice Griffiths Gallery at FAC.

FOR IMMEDIATE RELEASE

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interviews/images/bios/bike owner contacts/VIP passes available

***Wheels of Desire* Motorcycle Show**

July 11—August 15, 2010 at the Fallbrook Art Center, Fallbrook, CA

(North County Inland, Fallbrook, CA) — The Fallbrook Art Center proudly presents the third *Wheels of Desire* Motorcycle, Supercross & Motocross Show in the Janice Griffiths Gallery from July 11 through August 15, 2010.

This is a unique and special motorcycle exhibit for California in that it highlights the motorcycle as art, and features a wide variety of machines from the late 1800s to present. Mary Perhacs, Executive Director of the Fallbrook Art Center, is excited about the lineup: "It has something for everyone, young and old, with motorcycles from all venues. The past two shows were not limited to the motorcycling public, but were heavily attended and lauded by many who had no previous interest in motorcycles," she said.

Featured are some of the rarest and most sensational motorcycles to be found in southern California. Some examples of the years and makes of the bikes to be presented will be a 1899 DeDion, 1917 Harley Davidson board tracker, 1947 Vincent Black Shadow, one of the first Hondas, and some modern custom motorcycles. A section of the show, sponsored by Monster Energy, is devoted to motocross/supercross for younger enthusiasts.

"In the past motorcycles shows, visitors were thrilled to get up close and personal with the broad range of machines presented," stated Mary Perhacs, Executive Director.

Along with an astounding collection of bikes spanning over 100 years, visitors will also enjoy related art and memorabilia.

There will be an opening reception on Saturday July 10th from 5-7 pm (\$20 per person, FAC Premier Level Members Free), with the show running daily from July 11 to August 15. Hours: Mon-Sat 10-4, Sundays Noon-3. Admission is \$8, FAC Members Free. Fallbrook Art Center is located in Fallbrook's Historic Downtown District at 103 South Main, Fallbrook CA, 92028. For other information please call FAC (760) 728-1414 or visit www.fallbrookartcenter.org.

Founded in 1996, the Fallbrook Art Center is one of five projects governed by the Fallbrook Arts, Inc., a nonprofit 501(c)(3) California corporation. The Fallbrook Art Center is a distinguished, accessible, and welcoming institution that offers a diverse range of exemplary art exhibitions, educational programs and community outreach events.

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