

Burlington to Host 2010 Tractor Ride

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For Immediate Release:

Iowa's largest and first ride for tractor enthusiasts has selected Burlington as the host city for the 2010 ride. Started in 1996 by WHO Radio Personalities Mark Pearson and Gary Wergin, the annual three day ride features over 750 riders and 500 tractors covering 200 miles on Iowa roadways.

“We have had our eyes on Burlington as a host city since being invited 10 years ago by Mike Brouwer,” said WHO General Manager, Joel McCrea. “We are so excited to be able to come to Burlington and appreciate how much effort the community has made to us to make it possible.”

What started as an on air joke between a farmer and WHO personality, Mark Pearson, has developed into the largest ride in the state of Iowa. “Greater Burlington is excited to finally get an opportunity to host this ride,” said Beth Nickel, Executive Director, Greater Burlington Convention & Visitors Bureau. “This event will bring people to our community for four days filling approximately 225 hotel rooms each night. We are eager to showcase our great attractions and friendly Southeast Iowa hospitality.”

The Tractor Ride will run June 21-23 in and around the Burlington area.