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**MICHAEL BALLARD'S FULL THROTTLE SALOON RETURNS  
TO THE AIR ON NOVEMBER 30<sup>th</sup> FOR SEASON THREE ON TRU-TV**

**The Drama Reaches New Levels As The Partners Try To Keep The Iconic  
Full Throttle Saloon Going During An Economic Downturn**

Sturgis, SD --- Full Throttle Saloon founder Michael Ballard, and Tru-TV have announced that **Full Throttle Saloon** will return to the air on November 30<sup>th</sup> at 10PM EST for season three. The drama that unfolds this year as the cast takes on staging Michael Ballard's **Full Throttle Saloon** for the 71<sup>st</sup> Sturgis Motorcycle Rally goes to a whole new level from what has been witnessed in the past.

In Sturgis, **The Throttle** is the "World's Largest Biker Bar," a 30-acre enormous indoor/outdoor bar with several large stages, a burn-out pit, a tattoo parlor, zip lines, a wrestling ring, restaurants, dozens of stores, hundreds of cabins for rent and parking for thousands of bikes. It opens for only two weeks annually around the rally, and the indelible color of the sights and sounds of Sturgis are documented and aired on the Tru-TV series.

After taking on the corporate competition last year and coming out ahead, best friends Michael Ballard and Jesse James Dupree, alongside Ballard's long-time girlfriend Angie Carlson, have upped the ante this year to deliver the ultimate **Full Throttle** experience. As Ballard faces the challenges of delivering a profit with an economic downturn, there is no shortage of drama as the season unfolds. The constant challenges of managing a personal relationship with both his girlfriend and best friend, while maintaining his focus on the business yields many tough moments to navigate through during this season.

Story lines for season three include Michael, Angie and Dupree's attempt to rededicate the Sturgis Rally back to the family who started the gathering, once again having the event known as the Pappy Hoel Motorcycle Rally, activities altruistically taken to celebrate the troops and in turn generate tens of thousands of dollars to support Wounded Warriors, and the ensuing chaos when Dupree (assisted by stunt legend Hal Needham) explores plans to jump from the legendary Bismarck Bridge Ballard meticulously had relocated to the grounds of the Full Throttle Saloon. The characters that come together once a year and become Michael Ballard's Full Throttle Saloon family are each indelible in their own rite. Together, they become a menagerie of personalities that deliver a viewing experience that is filled with moments of euphoria, despondency, love, hate, and together a program that is as engaging as any on television.

Season three also captures an amazing line-up of talent on-site this past August including **Ted Nugent, Hinder, Jackyl**, and others, alongside Angie's **Flaunt Girls**, a one-man band, assorted freak shows, and acrobatic pole dancers.

Ballard shares, "This season we are giving the phrase taking it to the next level a whole new meaning." Dupree echoes the sentiments in offering, "The Throttle is beyond Thunder Dome for people who love beautiful women Hot Bikes and Rock & Roll." While Angie has the final word stating, "We are proud to be rededicating the Rally back to Pappy and Pearl it is Pappy's Rally."

For background Pappy and Pearl Hoel started the rally in Sturgis, SD which has now been running for 71 years. Michael Ballard, Angie Carlson and Jesse James Dupree have always maintained not only a relationship, but a partnership with the Hoel family. In managing the name, the likenesses, and the brand, the duo oversee and preserve the integrity of anything that the city or Sturgis Museum may wish to use in telling the story of the rally in relation to Pappy and Pearl.

This year prior to the rally held in August, Michael Ballard and Jesse James Dupree headed to Laconia, NH with three tractor trailer rigs in tow. The caravan travelled 2000 miles and erected Michael Ballard's Full Throttle Saloon in all its glory for the Laconia Rally June 11-19. For the coming calendar year, there are multiple initiatives in play to bring the Full Throttle experience to cities across the U.S. These plans will be announced shortly.

Currently seen in 91 million U.S. households the 17-year-old network Tru-TV features high-stakes, action-packed originals that give viewers access to places and situations they can't normally experience.

<http://www.fullthrottlesaloon.com>  
[http://www.trutv.com/shows/full\\_throttle\\_saloon/index.html](http://www.trutv.com/shows/full_throttle_saloon/index.html)