



For Immediate Release

## **2024 “HOT SHOE” HALL OF FAME MUSEUM, MOTORCYCLE INDUSTRY CELEBRATION SET FOR JANUARY 27 AT LAS VEGAS’ FREMONT STREET**



### ***Popular “Hot Shoe” Hall of Fame Salutes Motorcycle Industry & Racers in Free Event***

**LAS VEGAS, Nev. (Oct. 19, 2023)** – The most unique Motorcycle Industry gathering of the year is set for Saturday, Jan. 27, 2024, with many of the greatest motorcycle racers and industry icons attending the fourth annual “Hot Shoe Hall of Fame” Museum celebration at the Gene Woods Racing Experience at Las Vegas’ Fremont Street in a relaxed setting.

The popular motorcycle event (FREE TO EVERYONE) at Las Vegas’ Notoriety Theatre in the Neonopolis portion of the Las Vegas Fremont Street Experience (450 E. Fremont St., 3<sup>rd</sup> Floor) with honor motorcycle legends from around the world. The 2024 Hall of Fame honorees will be presented their “Hot Shoe Hall of Fame” plaques, and many will be interviewed on stage to talk about their motorcycle follies.

The “bench racing” and worldwide experiences previously described by the legends like Kenny Roberts, the 2021 “Hot Shoe” Lifetime Achievement Award winner, Brad Lackey, the 2023 “Hot Shoe” Lifetime Achievement Award winner, Budda Shobert, Mike Kidd, Mike Bast, John DeSoto, Jim Fishback, Sonny Nutter, Johnny Campbell, Mike Faria and others. It’s a perfect setting for the motorcycle enthusiasts!

Established by three-time U.S. Open National Speedway champion Woods and a superb Board of Directors, the “Hot Shoe” Hall of Fame Museum was founded in 2020 to pay tribute to the daredevil racers and their colorful careers and achievements as well as motorcycle industry leaders and icons.

The “Hot Shoe” is the symbol that recognizes the cream of the crop of motorcycle racing stars who used a very specialized tool, the steel shoe, to assist them in navigating the dirt track corners.

Steel show equipped riders quickly became known as “Hot Shoes” in local and national events and markets where they competed.

“Our annual ‘Hot Shoe Hall of Fame’ celebrations have become so popular with the two-wheel racing legends, the motorcycle industry icons and general motorcycle fans that it is ‘must-see’ event now,” said Woods. “We have developed this event around the annual Mecum Motorcycle Auction in Las Vegas and our event has proven to be fun and a great night of ‘bench racing’ for everyone in attendance, plus it’s free to all who attend.”

Even media members from the motorcycle world have made the “Hot Shoe” celebration an annual stop for their travels.

“I say, ‘Come out to meet and see the two-wheeled legends and hear the stories they weren’t allowed to tell back then,’” said Jimmy Lewis from Dirt Bike Test. “Plus you can race the go karts at Gene’s track.”

“Even the most casual motorcycle racing enthusiast will enjoy an entertaining evening full of non-stop ‘bench racing’ with the legends of the sport,” said Mark Kariya, an international moto journalist.

Special discount rates for the fourth annual “Hot Shoe Hall of Fame” celebration with many of the Fremont Street hotels will be announced in the future with “Hot Shoe” promo codes for the attendees.

“You will have a great time with former and current stars from all forms of the motorcycle industry including flat track, speedway, motocross, desert, extreme sports and trials competition,” said Woods. “The event has brought together many of the greatest legends of our sport. We get some incredible feedback from our attendees and honorees every year.”

The Jan. 27 “Hot Shoe” Hall of Fame event begins at 6 p.m. and the event runs to 10 p.m. with some of motorcycle racing’s most legendary machinery also be on display for the attendees.

Located on the Fabulous Fremont Street in Las Vegas, the “Hot Shoe” Hall of Fame is part of the Las Vegas Fremont Experience and adjacent to the Gene Woods Racing Experience Indoor Electric Race Car Track (450 E.Fremont St., #171, Las Vegas). For those accepted into the Hall of Fame, the honorees’ “Hot Shoe” is mounted on a Hall of Fame plaque. Recipients also receive their own version 8x10 plaque.

“Each year has been so much fun speaking with all of the motorcycle friends,” said Roberts. “Gene and ‘Hot Shoe’ Hall of Fame put on a great event. You don’t get a chance to go back and talk with the racers like we have at this event.”

“It’s such a blast to visit with all of the old friends in motorcycle racing at the ‘Hot Shoe’ night,” said Fishback, a former motorcycle star in desert, motocross and speedway racing. “It’s like revisiting the best times of your life. It brought us all together so we could meet each other again some 40 or 50 years later. It’s a night to remember. I want to thank Gene and the ‘Hot Shoe’ Hall of Fame!”

For further information on the Hot Shoe Hall of Fame celebration, visit the website at [www.hotshoehof.com](http://www.hotshoehof.com) or on Facebook at Hot Shoe Hall of Fame.

# # #

**About Hot Shoe Hall of Fame:** The Hot Shoe Hall of Fame was developed to celebrate and preserve the memories of great motorcycle racers and motorcycle industry icons past and present. The Hot Shoe Hall of Fame is located on Fabulous Fremont Street in Las Vegas, Nevada. It is part of the Las Vegas Fremont Experience and adjacent to the Gene Woods Racing Experience Indoor Electric Race Car Track, 450 Fremont Street, Ste. 171, Las Vegas, NV 89101, (702) 290-8100.

Contact: Tom Blattler, TB Communications, [toblattlercomm@gmail.com](mailto:toblattlercomm@gmail.com), 317.525.5692