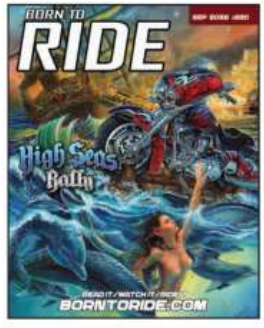
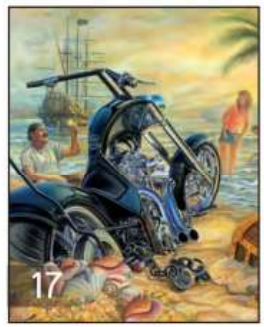




SEP 2022 #220

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The High Seas Rally is Coming!
 The Art of Motor Marc
 Painter on the open road and the official High Seas Rally artist
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THE AMAZING MOTOR MARC LACOURCIERE



From Motorcycle Art to Rock Legends, Motor Marc Creates Truly Inspiring Masterpieces. Join him on the High Seas Rally!





Marc Lacourciere, the award-winning artist behind Motor Marc Art, is bringing his amazing art back to the High Seas Rally. A self-confessed "motor-head" sailing on the world's only motorcycle rally on the high seas, this is Marc's 18th time as the featured artist. He combines his love for high-tech machinery, passion for music, and extraordinary artistic talent to create incredible fine art.

As the exclusive artist for the High Seas Rally, Marc is creating a special piece just for the cruise and will bring a full gallery of his current work for guests to order onboard. There will also be several of his favorite pieces in the auction benefiting the High Seas Rally Dialysis Fund. Marc has been a major supporter of the dialysis fund since its inception and the High Seas Rally tells us they are proud to have his artistic vision and rock 'n' roll energy back on board for the cruise this October.

Since 2005, Marc has created a special painting for the High Seas Rally every year and there are always hidden images within the paintings for you to find (like motorcycles and treasure under the waves). "I love mixing a nautical theme with pirates and motorcycles," Marc tells us. Special artist proofs and prints of his latest painting

always sell out during the cruise. He calls these collectible paintings the "Hidden Treasures" series that feature pirates, mermaids, custom motorcycles, and lots of gold doubloons to discover.

Motor Marc's excellent Hidden Treasures series took a turn into popular literature in 2014 when his daughter, Melanie, wrote and published a coffee table book called "Ocean's Daughter." Then, in 2019, Lacourciere sculpted his first bronze statue, "Ocean Treasures", which was unveiled on the High Seas Rally biker cruise alongside his featured fine art piece, "The Heart of the Seas".

Marc continues his partnership with the High Seas Rally so you can come out and meet him in person on the cruise this October 29th through November 5th. Visit www.highseasrally.com for details.

A LOOK BACK

Born in Windsor, Ontario, Canada on January 29, 1960, Motor Marc is known around the motorized world as a fine artist and sculptor who captures the lifestyle we love. In high school he took auto shop as well as the visual art programs.

He has had a love affair with anything with a motor since he could walk and has a lifelong

passion for drawing, painting, and sculpting.

During his time at St. Clair College of Applied Arts and Technology, Marc learned Mold Making and Die work. Became a toolmaker but kept drawing and painting on the side. By 1981, he was the creative director for Arnold Manufacturing and began working as a freelance automotive artist painting for Chrysler, Ford, and General Motors. In 1990, Marc started his own advertising agency Marc L. Tec, and finding the time to create a series of exotic auto fine art paintings.

Then Marc created a series of collectible plates for the Bradford-Hamilton Collection featuring motorcycles. He worked alongside Easyriders magazine's famous biker lifestyle artist David Mann and publisher Joe Teresi

to develop this successful line. In fact, the series' success led to more work with the Bradford Collection, creating an art series of famous NASCAR drivers including Dale Earnhardt Senior and Junior, Tony Stewart, Jeff Gordon, and many others.

THE MAKING OF A LEGEND

In 2003, Marc was commissioned to do a painting for Harley-Davidson celebrating the company's 100th Anniversary and Marc became an approved H-D artist. This led to no less a motorcycle legend than Willie G. Davidson granting Marc a commission to do paintings for Harley to be auctioned off in support of the Muscular Dystrophy Association.

Remember The Discovery Channel's American Choppers TV series? Marc was the licensed fine artist for their custom motorcycles and was asked to be part of

Orange County Choppers' American Tour in 2006. The non-stop action just kept coming as Marc became licensed by Hot Rod legend Boyd Coddington and Indian Motorcycles in 2009 and did gallery shows from coast to coast. His painting "Spirit of the Open Road" was a particular favorite.

In 2010 Marc became a featured artist for the Barrett-Jackson car auction in Scottsdale, Arizona, producing memorable posters and programs. One of his prints for Barrett-Jackson was signed by automotive legend Carroll Shelby and Barry McGuire, fetching \$90,000 from NASCAR team owner Rick Hendricks and the money was donated to the Darrell Gwynn Foundation supporting spinal cord injuries.

At about this time Marc became famous as a biker artist at the Sturgis Motorcycle Rally and was also a hit at the Rock Legends Cruise for his music fine art. In 2010 he introduced a new collection of licensed music fine art, "The Legends of Rock of Roll" beginning with his tribute to the Rolling Stones. Rock legends like Ronnie Woods, Mick Jones, Dusty Hill inspired Marc to continue this collection and lead him to be a licensed artist for Fender Musical Instruments Corporation to create a one of a kind masterpiece painting

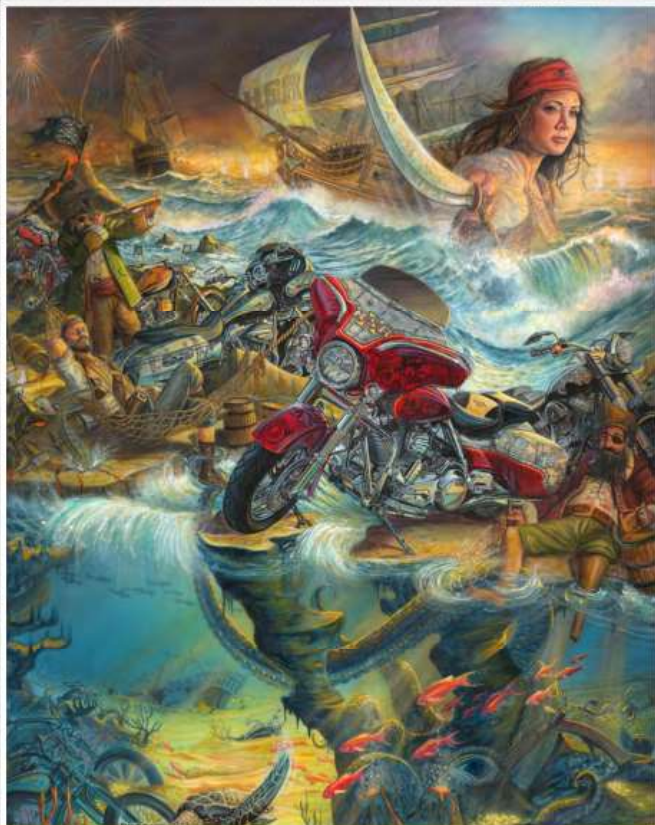
of 32 of the best legend Fender guitar players.

STURGIS MOTORCYCLE RALLY

For many years, Motor Marc could be found painting away in his booth out at Black Hills Harley-Davidson during the Sturgis Motorcycle Rally every August. In 2014, his Sturgis Gallery had expanded to over 100 titles or art and he hit record sales. The following year, his inspiring painting depicting all the two-wheeled fun of the ultimate rally was showcased at the Sturgis Motorcycle Museum & Hall of Fame for 75th Sturgis Rally. Then for the 76th Rally, Marc commemorated the 75th anniversary of the completion of Mount Rushmore. He continued painting new pieces for each Sturgis Rally as part of his Legend Rider series, even during the pandemic. For the 80th Rally in 2020, he did three special paintings to add to his popular series. You can still find his amazing art showcased each year in Rapid City at the Black Hills Harley dealership.

GIVING BACK

One thing you should know about Motor Marc is that he is all about giving back. That includes helping to inspire kids, giving back to charities, and honoring



our veterans. In 2020, Marc created the YouTube sensation known as the "Motor Kids Club." This animated series stars a group of clever cartoon characters who live to draw. The series hopes to teach children how to draw and how to turn their creative dreams into a reality.

In 2018, he created a painting honoring our veterans at Rolling Thunder 30. "Legend of Freedom" was unveiled in Washington, D.C. during Rolling Thunder and over 300 veterans signed this touching tribute. It was just one of many, many tributes to our military service people that Marc has been a proud part of. In 2021, he created the "Champions of Peace" painting honoring our World War II veterans and their stunning victory in winning the war. The noble painting includes ten veterans from the American, Canadian, and United Kingdom Armed Forces.

RIDING INTO HISTORY

No modern motorcycle artist has come close to creating the resounding legacy of paintings that capture the custom culture and motorcycle lifestyle as has Motor Marc. His preferred medium is watercolor gouache and acrylics on illustration board and canvas. But he has also been known to create by engraving on raw steel, etching into granite, sandblasting deep carving into glass, and has sculpted clay to create bronze sculptures. A artist with no limits.

"Creating a new painting is more than a simple idea put onto canvas. My imagination takes over and my wildest dreams somehow become so realistic that I can almost feel it... live it. What

you see on canvas was so much a part of me during the creative process, it's like you're getting a front row view of inside of my mind. As much as I love the creative process of my artistry, I think the best part of it all is seeing how much other people enjoy it. There's no greater feeling than watching a client seeing their piece of art for the first time. Or when I set up my gallery and a veteran walks past and stops in his tracts, mesmerized by my military art. Or how a husband places his blind wife's hand over one of my embellished prints as he explains to her what he sees as tears fall from her eyes. My entire life I've tried to be the best version of myself. I've tried to help people in need and I feel like my art has given me an outlet to do that. My art is my freedom of expression, and it's a great blessing to be able to make people feel joy from what I consider, a god given talent. I am so thankful to all who have enjoyed my work and I am truly blessed." Motor Marc Lacourciere

Born To Ride is proud to showcase Motor Marc's art in this issue and we look forward to joining him in October on the High Seas Rally. To learn more about Marc and see his astounding art, visit marclacourciere.com or call his studio at 519-735-7779.

--Dave Nichols



High Seas Rally isn't your typical getaway! This is The World's Only Motorcycle Rally on a Cruise Ship, taking place from October 29th to November 5th. This 7-day rally at sea brings together riders from around the world to celebrate their passion for all things motorcycles.

Once onboard, we keep things amped up with non-stop motorcycle fueled action. We have amazing concerts, engaging Q&As, hilarious game shows, daytime pool parties and, of course, incredible theme parties each night. Plus raffles, contests and auctions that raise money for great causes; some of the top vendors in the motorcycle world; adventures in four bucket list ports of call in the Caribbean that simply can't be reached by motorcycle; free drinks and much more. The party never sleeps on High Seas Rally.

You still have time to party! Use the BTR Code & save \$100 call 844 279 8460

ENTERTAINMENT

There's no shortage of entertainment on High Seas Rally with nightly concerts from Colt Ford, Foghat, Molly Hatchet, Black Smoke Sinners, and more, all included in the cruise price.

The week will be jam packed with demos, panels, raffles and parties emceed from our crew of custom builders who will keep guests informed and entertained. Our custom builders include Paul Yaffe of Bagger Nation; Xavier Muriel of Providence Cycle Worx; Chris Callen of Flat Broke Chops & Rods; Jason Hallman of Speed Metal Built; Rick Bray of RKB Kustom Speed; Tom Keefer of Franklin Church Choppers; and Dave Perewitz of Perewitz Cycle Fab.

There are a slew of incredible special guests that will also be joining us on High Seas Rally. This includes Roy Riley, Jody Perewitz, Adam Sandoval,

Geoff Bodine, Barbie the Welder, Jess of Her Two Wheels, and Mike "Too Tall" Reed.

THEME NIGHTS

When guests aren't jammin' to a concert at the Main Stage, the excitement gets turned up even more with our legendary theme nights and parties. The theme of the night sets the stage, and our guests knock it out of the park with their killer styles and gear, from classic to over-the-top.

The 2022 theme nights are The Biker Ball, Salute to Service, High Seas Halloween, Hillbillies on the High Seas, and Pirate Takeover Day.

Whether guests want to dress up for one party, all the parties or just hang in street clothes, the nightly parties on High Seas Rally brings everyone together for an awesome time with concerts, contests, and other rockin' experiences, all emceed



by our custom builders. In addition to all of the fun and games, High Seas Rally is honored to support two incredible charities in 2022. We are dedicated to carrying on the legacy of supporting Dialysis Fund Guests with the High Seas Rally Dialysis Fund. In addition, High Seas Rally has expanded our mission to support Veterans and Service members with our new partnership with the Wounded Warrior Project. Over the years, more than \$2.9 million has been raised for charitable causes on the High Seas Rally. Funds raised through raffles, auctions and games this week will be used to

continue these programs for 2023, while also giving guests the chance to win loads of loot!

HIGH SEAS RALLY DIALYSIS FUND: The High Seas Rally Dialysis Fund has a long history of supporting community members who are also dialysis patients by providing 10 all-expenses paid vacations to dialysis patients and their companions. We have teamed up with Dialysis at Sea, which offers dialysis patients the freedom to explore and visit some of the most exotic destinations once thought impossible. Not only will these individuals enjoy a vacation of a lifetime, but they will also receive their life sustaining medical treatments at no charge while onboard.

WOUNDED WARRIOR PROJECT: We are proud to partner with the Wounded Warrior Project for the first time. Since 2003, Wounded Warrior Project has been meeting the growing needs of warriors, their families, and caregivers — helping them achieve their highest ambition. The Salute to Service day on

the 2022 cruise will raise money to benefit the Wounded Warrior Project. In addition to fundraising for the Wounded Warrior Project, High Seas Rally has funded five all-expenses paid vacations this week for Wounded Warrior Alumni. Each Warrior and his/her companion has received round-trip transportation to the cruise, a cabin on the ship and \$500 in onboard credit to help these deserving recipients enjoy the World's Only Motorcycle Rally on a Cruise Ship™.

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**CONTESTS & GAMES
AUCTIONS & RAFFLES**

High Seas Rally has a long and storied history of contests,

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games, raffles and auctions so guests can have a good time for a great cause. For over 20 years, events like these have been a blast to watch, but guests can also sign up to be part of the action!

The Best Beard, Treasured Chest, Topless Man, and Belly Smacker Contests are just some of the ways guests can compete to win prizes, and major bragging rights while also supporting the High Seas Rally Dialysis Fund.

All week, guests can participate in great raffles that give everyone the opportunity to take home the biggest haul to date, including huge cash prizes and merchandise, that support the High Seas Rally Dialysis Fund and Wounded Warrior Project.

CUSTOM MOTORCYCLE

As if all that loot wasn't enough, all guests are automatically entered to win the High Seas Rally motorcycle. All guests





have to do is be onboard when the cruise sets sail from Port Canaveral, FL!

The jaw-dropping, high-tech, tricked out motorcycle built by award-winning custom builder Xavier Muriel of Providence Cycle Worx, will go home with one lucky cruise guest in October! It features the best of both worlds, combining the looks of an old school chopper with the technology found in some of the latest models.

THE SHIP

The rally takes place aboard Royal Caribbean's magnificent Mariner of the Seas. With more than a dozen bars and restaurants, unique venues with top-notch acoustics, a Vegas-style casino, rejuvenating spa, and expansive pool deck, the

ship is a destination of its own! During the day, there's no shortage of options for those seeking action, with parties on the pool deck, The Perfect Storm Water Slide, FlowRider surf simulator, Escape Room and Rock-Climbing Wall. Or guests can bask at the pool, and recharge at the spa. The fully chartered ship will be transformed into the ultimate motorcycle rally at sea.

PORTS OF CALL

High Seas Rally hits up four bucket list ports of call that simply can't be reached by motorcycle. These unforgettable destinations include Nassau, CocoCay, Puerto Plata, and Labadee. CocoCay and Labadee are stunning private islands. The centerpiece of CocoCay is its massive water park featuring

the tallest waterslide in North America, swim up bars, beautiful beaches, and the largest freshwater pool in the Caribbean. Labadee is a little slice of paradise with something for everyone, such as the world's longest overwater zip line for those looking for a jolt of adrenaline, or beautiful white sand beaches to relax and kick back. We are the only ship docking at Labadee so we have the entire island to ourselves!

There's plenty to do in Nassau and Puerto Plata as well, each, with its own unique culture, food, architecture, and geography. Guests can explore on their own, or discover new ways to connect with the people, culture and places around them through shore excursions and guided tours. From the entertainment to the ports of call, to the ship itself, High Seas Rally keeps things amped up with non-stop motorcycle fueled

action for 7-days. Guests are more than a passenger on High Seas Rally; they're an integral part of the community. So, this October, when rally season comes to an end, there's no better place to eat, sleep and breathe motorcycles than on the High Seas Rally.

It's the world's only motorcycle rally on a Cruise Ship The High Seas Rally Oct 29th - Nov 5th. You still have time to get on board this one-of-a-kind motorcycle event of the year. You are automatically entered to win a custom Chopper by award winning builder Xavier Muriel. Use the Born to Ride promo code BTR for a \$100 discount. What are you waiting for? Call Now to Party like never before and experience the High Seas Rally. 844 279 8460.

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