



**Contact:** Trevor Trumbo, VP of Events  
Engaged Media, LLC  
ttrumbo@engaged.media

## **TREAD Magazine and the Sturgis Buffalo Chip Campground Announce New 2023 Overlanding Adventure Event**

*The inaugural TREAD Adventure Out hosted by the Buffalo Chip Campground will take place over Labor Day weekend 2023 in Sturgis, South Dakota.*

April 23, 2023

Raleigh, NC –TREAD Adventure Out, hosted by the Sturgis Buffalo Chip®, today announced the inaugural event will take place August 31 – September 3, 2023 at the Buffalo Chip Campground in Sturgis, SD. This new event will feature a variety of educational seminars, competitions, and activities for participants and enthusiasts.

“We’re excited to bring the TREAD brand to life,” says Trevor Trumbo, VP of Events for Engaged Media. “Our magazine covers overlanding and off-roading and our partnership with the Buffalo Chip Campground provides us with a location that is perfect for our fans.”

“The whole world knows us for throwing the Best Party Anywhere® during the Black Hills Motorcycle Rally,” says Woody, founder of the Buffalo Chip. “But it’s almost a secret that our campground lives on the edge of the Black Hills trail network and is an ideal launch point for overlanding and off-road fun. This will be a great event at the Chip.”

Held on 1,000 creek-fed acres, activities include an off-road course, climbing wall, archery range, axe throwing, Thursday night Happy Hour, Friday night Film Fest and Saturday night chuck wagon dinner. These exciting events are complemented by a variety of contests and challenges within the event including the Camp Cookoff, Campsite Challenge, and Driver Skill Course. There’s also an education program featuring seminars about winching/off-road recovery, wilderness first aid, planning for an overland adventure, basics of adventure motorcycle riding and more.

Tickets go on sale May 8, 2023 at [www.treadadventureout.com](http://www.treadadventureout.com).

For more information, contact Trevor Trumbo at [ttrumbo@engaged.media](mailto:ttrumbo@engaged.media).