

For Immediate Release

## Hogslayer Documentary's First Sponsors Sign On to the Project

### *“Hogslayer - The Unapproachable Legend” Sign on Four Sponsors*

SLINGER, WIS. (April 10, 2011) – Excitement continues to build as the first sponsors sign on to the new independent documentary about the multi-world champion motorcycle drag racing legend – the Hogslayer - slated for a late summer 2011 release. Producer, The Edge Ltd., is thrilled to welcome the first four *Hogslayer* documentary sponsors: the International Norton Owners Association, the British Biker Cooperative, EPIC Creative, and Sunset Motors.

The International Norton Owners Association (INOA) is an organization dedicated to the Norton motorcycle enthusiast. The INOA has over 1,700 members primarily in the United States and Canada with additional members representing the United Kingdom, Australia, and a variety of other countries. Currently the INOA has 39 chapters worldwide. Many INOA members have a close association with the *Hogslayer* story having experienced the Hogslayer on the track or at exhibitions over the years. More about the INOA at [www.inoanorton.com](http://www.inoanorton.com)

<<http://www.inoanorton.com>> .

The British Biker Cooperative (BBC) is a British motorcycle organization established in 1977 in Milwaukee, Wisconsin. The BBC is dedicated to the preservation of the British motorcycle including all marques and representing vintage and modern models. BBC membership represents a diverse group with a wide variety of interests within British motorcycling including collectors, racers, and hard-core riders. The BBC is proud of its long-time honored member TC Christenson, racer of the famous Hogslayer. More about the BBC at [www.britishbiker.net](http://www.britishbiker.net)

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EPIC Creative is a full service advertising agency and production facility in West Bend, Wisconsin. Services include graphic design, interactive design, media buying, photography, public relations, and video production. EPIC is currently the largest video production operation in Wisconsin with two primary studio locations. Clientele include GE Medical, John Deere, Kohl's Department Stores, Spancrete, and Western Plows. More about EPIC at [www.epicwi.com](http://www.epicwi.com)

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Sunset Motors is well-connected to the *Hogslayer* story. Sunset is owned and operated by TC Christenson in Kenosha, Wisconsin. The motorcycle shop specializes in British motorcycles with a concentration on all things Norton. John Gregory and TC Christenson designed and built the famous Hogslayer in the Sunset shop. And that shop is also the location where the primary interviews were shot for the *Hogslayer* documentary. More on Sunset Motors and TC Christenson at [www.nortonhogslayer.com](http://www.nortonhogslayer.com)

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The Edge Ltd. is currently offering additional sponsorship opportunities for the *Hogslayer* documentary. For sponsorship information, contact James Cutting, independent producer, The Edge Ltd., at 262-224-3777 or [edgeld@charter.net](mailto:edgeld@charter.net).

For the latest *Hogslayer* news, become fans of the ‘Hogslayer Documentary’ on Facebook, or to see the promotional trailer preview of the documentary, visit the ‘Hogslayer Documentary’ on YouTube.

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