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Industry Celebrity Bike Builder's Life to be Honored with the Brad Ruel "Moment of Thunder" Tribute

...Brad "The Wrench" Ruel, to receive dedication at the 2009 Wharf Rat Rally...

Digby, Nova Scotia, Canada...The 2009 Wharf Rat Rally will pay tribute to industry leader Brad "The Wrench" Ruel in the Brad Ruel "Moment of Thunder" Tribute on Saturday September 5th at 12 p.m. The rally is Atlantic Canada's largest motorcycle rally and will be dedicated to Ruel. In the "Moment of Thunder" all attendees will be asked to fire up their bikes and rev their engines in remembrance of the respected bike builder's life, which was taken suddenly at the age of 43 on July 14, 2009. With over 60,000 attendees and 17,000 bikes this is set to be a roaring spectacle like none experienced before.

"Brad was one of the greatest bike builders/designers in the motorcycle industry. His passion for bikes was unyielding and he loved to share his enthusiasm with people of all ages," said Peter Robertson, Head of Promotions for the Wharf Rat Rally. "He has undoubtedly garnered respect as an innovator and we are honored to pay tribute to Brad by dedicating the rally to him and hosting the Brad Ruel "Moment of Thunder" Tribute.

Ruel, commonly known as "The Wrench", has a robust roster of accomplishments including being a three time *Easyrider* National Champion, a *Rat's Hole* National Champion, and was named "Most Popular Builder" on *Metric Revolution's Bike Build Off* television series. His popularity extended further into television media as he was on multiple episodes of shows including *Two Guy's Garage*, *American Thunder* and *Born to Ride*. Ruel was additionally featured as a bike builder of *Broken Spoke* films and the movie *Chopper World*. In the literary world, the master bike builder was chronicled in over 60 magazines nationally and internationally and was also featured in the books *Anatomy of the Chopper* and *The History of Choppers*.

"He had a driving ambition and a fearlessness that was second to none. Brad didn't just desire to be a winner, he was a winner. He never once contemplated the possibility of losing – it simply was not a consideration. And to that end, he developed a work ethic and a set of morals that shall serve as a standard for all who came to know him," said Karen Ruel, Brad's beloved wife.

For more information on the Brad Ruel “Moment of Thunder” Tribute or to learn more about Brad “The Wrench” Ruel, visit www.momentofthunder.com.

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