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FOR IMMEDIATE RELEASE

Hollister Independence Rally Roars Back This July 4th Weekend 2025!

HOLLISTER, CA — Get ready to ride! The legendary **Hollister Independence Rally** returns this Fourth of July weekend, bringing with it the roar of engines, unforgettable entertainment, and an iconic celebration of motorcycle culture.

Since 1947, Hollister has been hailed as the *Birthplace of the American Biker*, inspiring the 1953 cult classic *The Wild One* starring Marlon Brando and Lee Marvin. That film not only shaped the image of the American biker—it helped define an entire subculture.

A Celebration for All

At the heart of the action is **San Benito Street**, stretching from 4th to South Streets in downtown Hollister. This historic strip transforms into a biker's paradise, lined with roaring motorcycles, live music stages, vendors, and a festival atmosphere that welcomes enthusiasts from all walks of life. Whether you're a rider or just looking for a great time, there's something for everyone—custom bikes, gear, food trucks, cold drinks, and much more.

Live Music at the Beer Garden

Fuel up and cool down in the **Beer Garden** at 6th and East Streets—your go-to spot for refreshing brews, local wines, and non-stop live entertainment.

Friday, July 4

- **10 AM – 2 PM:** *Chicano All Stars* – Local legends bring Latin flavor to kick things off.
- **2 PM – 4 PM:** *Rowdy on Acoustic* – A heartfelt tribute to Hank Williams Sr. & Jr.
- **4 PM – 8 PM:** *Keep on Truckin'* – Rock, Funk, and R&B to get your boots moving.

Saturday, July 5

- **10 AM – 2 PM:** *El Brick* – Santa Cruz rockabilly at its finest.
 - **2 PM – 4 PM:** *Rowdy on Acoustic* returns with more country classics.
 - **4 PM – 8 PM:** *Fair Warning* – NorCal's premier Van Halen tribute band rocks the stage.
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Can't-Miss Rally Highlights

Motorcycle Cruise-In

From 10 AM to 8 PM Friday and Saturday, San Benito Street becomes a two-wheeled loop of horsepower and chrome. Motorcycles only—spectators welcome!

Miss Hollister Competition

Join the fun on **Friday, July 4, from 2 PM – 4 PM** at the main stage in the Beer Garden.

Presented by national sponsor **Russ Brown Motorcycle Attorneys**, the Miss Hollister Competition invites women 18+ to compete for the crown and join rally royalty. Apply by **June 30th** by calling Roadshows at **(775) 690-2035**.

Special Thanks to Our Sponsors

Big thanks to the **City of Hollister**, proud producer of the Hollister Independence Rally, and to our sponsors:

- **Russ Brown Motorcycle Attorneys**
 - **Biker Clothing Apparel**
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Stay in the Know

For Sponsorship/Vendor info, VIP registration, schedules, or general inquiries, contact **Randy Burke** at **(775) 690-2035** or email **admin@roadshowsreno.com**.

Follow the rumble. Be part of the legacy. We'll see you in Hollister this July!

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