



# WESLEY J. PIERCE

## HONOURED BY THE CANADIAN MOTORCYCLE HALL OF FAME

Markham – September, 2013 – The Canadian Motorcycle Hall of Fame is pleased to announce the third member of the class of 2013.

Wesley Pierce was honoured at the Eighth Annual Canadian Motorcycle Hall of Fame Induction Banquet and Reunion, which took place on November 2, 2013 at the Delta Meadowvale Hotel and Conference Center in Mississauga, Ontario.

Wes is recognized as one of Canada's foremost ambassadors for motorcycling. Wes was named by the Government of Ontario as executive of the year in 1994 for his sports promotion in conjunction with the Welland County club. The City of Welland has also frequently recognized Wes for his volunteer contributions to community life.

Wes became an avid off-road rider and competed in scrambles, trials, hillclimbs and enduros, becoming Canadian junior enduro champion one year. His experience led him to create the Massassauga Enduro, a challenging event that gained national championship status and was a notorious test of rider and machine.

Another sport which was, in this case, revived by Wes is speedway racing. Prior to 1970 speedway racing was defunct in eastern Canada until Wes and Stan Bradbury united to revive it at Welland and nurture it to health with a new generation of speedway stars.

For 10 years, Wes and his wife, Iris, leased the Welland track and promoted speedway and other events with his trademark gimmicks to bring in fans.

Wes' name is often associated with the Welland County Motorcycle Club in which he has been a member since 1959. Shortly after joining, the club became a second home to Wes. Over the years, he has filled almost every role the club offered: president, vice-president, road captain, public relations manager, and is now an honorary lifetime member. Wes also originated the club's fund-raising Round Robin Cancer Ride. A natural flair for promotion once inspired Wes to invite members of a local nudist camp to serve as checkpoint crew and made a major impression on competitors that year--anything to get the club talked about. The Massassauga became the largest one-day enduro in Canada during its 20-year run.

At present, Wes is a constant presence at motorcycle shows promoting the club and the CMA, and has played Santa Claus for community service organizations for decades. He makes a point of visiting ailing friends to cheer them up and is present at all sorts of motorcycle gatherings far and wide.

**AND HIS FAMOUS**

**“ SPEEEEEEEEEEEEEEEEEEEEEEDWAY ”**