



**Mount Rushmore Society
Mount Rushmore Institute**

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**Mount Rushmore Bookstores
Mount Rushmore Audio Tour**

Mount Rushmore
National Memorial
13036 Hwy 244
Keystone, SD 57751
1-605-574-1333
1-800-699-3142
FAX 1-605-574-3144
bookstores@mtrushmore.org

**Mount Rushmore Memories
Airport Store**

Rapid City Regional Airport
4550 Terminal Road #206
Rapid City, SD 57703
1-605-791-6868
anna@mtrushmore.org

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories and other activities—is dedicated to the preservation, promotion and enhancement of Mount Rushmore National Memorial and the values it represents through a partnership with the National Park Service.



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For Immediate Release:

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Motor Marc Art to Unveil Original 75th Anniversary Mount Rushmore Iron Art to Mount Rushmore Society for Online Auction

Marc Lacourciere of Motor Marc Art will unveil a piece of original art, entitled *Monumental Pride*, to commemorate the 75th anniversary of the completion of Mount Rushmore on **Sunday, August 7, 2016, at 2 pm** at Black Hills Harley Davidson at his gallery booth located near the entrance of the store. The piece will be part of an online auction between August 7 and October 1, 2016, benefitting the activities of the Mount Rushmore Society.

This is a one-of-a-kind, unique piece of iron art that Lacourciere has created for the Mount Rushmore Society. His art regularly fetches anywhere from \$30,000 to \$100,000. *Monumental Pride* is 28.5" x 48" plus the outer frame, which will incorporate granite leftover from the redevelopment of Mount Rushmore.

The online auction will go live on August 7 at www.mountrushmoresociety.com. The winning bidder will be announced at the Society's fund raiser, *An Evening with George Washington*, October 1 at Mount Rushmore National Memorial. Bidder does not have to be present to win.

Lacourciere is an exceptionally gifted "self taught" artist who turns his passion and adventures into great works of fine art. As a licensed artist for notable fortune 500 companies such as Discovery Communications, Easyriders, Indian Motorcycle and Fender Guitar, Marc's reputation as a highly accomplished artist is known worldwide. Motor Marc has gained international recognition for his art showcasing the wild machines from the hit television show *American Chopper*. He has also appeared on television programs such as *Jay Leno's Garage* and in magazines nationwide. His high energy persona compliments the wide variety of subject matter he portrays, and Motor Marc is riding high on his success. Marc is represented by C3 Entertainment, Inc. His artwork has been licensed for high-end collectibles, as well as apparel and home décor. Marc's gift to the Mount Rushmore Society is his way of giving back to a nonprofit that supports public lands. More on Marc may be found at www.motormarcart.com.

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“Each time I visit Mount Rushmore, I'm always amazed on how a person could sculpt it,” explains Lacourciere. “For an artist to accomplish such a great, almost unimaginable feat, should be celebrated. Through my art, I hope to bring awareness to the public of this masterpiece and to honor Gutzon Borglum and the artisans who worked and sacrificed to create Mount Rushmore. Borglum made mountains stand tall and helps us remember to always have courage, strength and pride in ourselves . . . a true inspiration for our future generations.”

The Mount Rushmore Society operates the parking facility at Mount Rushmore, Mount Rushmore Bookstores/Audio Tour and the Mount Rushmore Memories Airport Store. During 2015 alone, the Society donated more than \$600,000 back to Mount Rushmore.

“We are grateful that such a talented artist like Motor Marc would create such an incredible piece of artwork to contribute to our efforts of supporting public lands,” says Society Executive Director Diana Saathoff.

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