

# HIGHWAY MEMORIAL RED CROSS PLACEMENT CEREMONY SATURDAY, AUGUST 13, 2011



**IN MEMORY OF  
"MICHIGAN BILL" MALMSTEN  
JULY 5, 2010**



"Michigan Bill" Malmsten was a new Denton ABATE member, who hated the idea of turning 50 and loved life. He was born on January 5, 1963, and died at age 47 on July 5, 2010, when his bike hit a huge bump on the Teasley Lane entrance ramp to I-35E, he lost control, and slammed into a light pole. Michigan Bill left behind many friends and a loving family, including two children, a sister, and a step-brother.

The memorial run leaves from the American Legion Post 88, 105 Gotcher Avenue in Lake Dallas, TX 75065. We will meet there at 10:15 AM (or for breakfast at the Legion) and kickstands will be up at 10:30 AM.

The ceremony will be held at about 11 AM on the 700 Block I-35 service road, across from the entrance ramp where Michigan Bill lost his life.

After the placement, the run will continue to Dusty's Bar and Grill in Denton, for a celebration of Michigan Bill's life. Maps will be available at the meeting.

The Red Cross Motorcycle Fatality Awareness program was started in 2008 by Texas ABATE. Texas DOT already had a Highway Memorial program in place, but there was no specification as to color. Texas ABATE has made the Red Cross its own symbol of a motorcycle fatality, hoping to raise motorist awareness of motorcycles and to kickstart similar programs nationwide.

