



A 501(c)3 Charitable Organization

Unique Track Day Events Benefiting Children's Charities
www.racing2savelives.org

2008 Schedule

July 3-6
Miller Motorsports Park
Tooele, Utah

August 11-14
VIRginia International Raceway
Alton, Virginia

Racing 2 Save Lives is a 501(c)3 non-profit organization dedicated to supporting children's charities by raising awareness, involvement and capital within the motorcycling community through donations, corporate sponsorship and fundraising events. All profits generated by Racing 2 Save Lives are distributed among carefully selected organizations who have a significant impact on the lives of children in need and their families.

FOR IMMEDIATE RELEASE

RACING 2 SAVE LIVES FUNDRAISER TAKES TO THE TRACK AT MILLER MOTORSPORTS PARK ON JULY 3-6

Racing 2 Save Lives, a unique organization that brings together motorcyclists to help raise funds for children's charities, has announced that Miller Motorsports Park in Tooele, Utah, will host R2SL on July 3-6, kicking off the organization's fifth season.

Founded in 2004, Racing 2 Save Lives provides motorcyclists the opportunity to safely explore the performance potential of their bikes in the controlled environment of a racetrack, but without the pressure of competition. Proceeds from R2SL are donated to a variety of carefully selected children's charities.

Over the course of four days, R2SL comprises not only on-track riding sessions, but coaching for first-time track riders, a silent auction, and celebrity guest riders. Proceeds are donated to carefully selected children's charities in the communities that R2SL visits.

"We sincerely thank Larry Miller and his great staff for finding dates that would work on their calendar," commented R2SL Executive Director Stan Foxworthy. "The track has become so popular – and understandably so, given the incredible facility – that dates can be hard to come by. For the track to step up to the plate and give us such a prime date, especially over the Fourth of July holiday, is just incredible!"

R2SL Vice President Ralph Forsythe emphasized the organization's commitment to safe riding, as it offers free track instruction at all of its events, opening the door for sportbike riders of all levels to experience the thrill of track riding. "Over the years we've refined our program, and 2008 promises to be the best yet," asserted Forsythe. "Our participants, sponsors and volunteers have helped us donate significantly to children in need, and we're looking forward to continuing that tradition. The culture of safety and 'smart riding' that we promote also ensures that participants will have fun while doing a great thing for the world around them."

On-line registration for the R2SL's Miller Motorsports Park event is available at www.racing2savelives.org. For more information on participating or volunteering, visit R2SL's web site or call 303-767-RACE.

Racing 2 Save Lives is a 501(c)3 charity that operates unique track-day events for motorcyclists, with proceeds donated to deserving children's charities in the communities where R2SL takes place. Since 2004, R2SL has donated over \$200,000 to charity.



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Motorcyclists who are partial to high-performance sportbikes – often known as “crotch rockets” – may not enjoy an image among the general public as being socially conscious. But one organization is out to not only elevate the image of sportbikers, but has created a unique environment for these riders to make a difference in the lives of children in need.

Founded in 2004, Racing 2 Save Lives organizes motorcycling events at racetracks where riders can safely explore the potential of their bikes in a noncompetitive setting, while raising funds for a variety of carefully selected children's charities. For the third straight year, R2SL will be hosting its signature event on July 3 through 6 at Miller Motorsports Park in Tooele, Utah.

Over the past four years, R2SL has donated some \$200,000 to charities, including the Make-A-Wish Foundations of Utah, Colorado and Virginia; Tooele County Children's Justice Center; Tooele Kiwanis Baby Cupboard; Cystic Fibrosis Foundation; Larry H. Miller Charities, and a host of other deserving organizations.

“We started out as a small handful of people with a shared enthusiasm for motorcycle racing, and a desire to make a positive difference,” says Sharon Foxworthy, R2SL's president. “Our first event was at a small track near Denver in 2004. It drew more than 200 riders and netted \$21,500 for charity over seven days – most of them in the rain!”

Encouraged by this initial success – and buoyed by national media coverage that included a segment on SPEED Channel – R2SL's organizers committed to a renewal in 2005, this time at Pikes Peak International Raceway near Colorado Springs. The new venue saw R2SL's charitable donations increase by almost 50 percent, to \$30,000, and a third edition seemed inevitable.

The unexpected closure of PPIR late in 2005, however, sent R2SL scrambling for another new location. Enter Utah's Miller Motorsports Park, the brainchild of Salt Lake City entrepreneur Larry H. Miller, whose world-class racing facility was slated to open in the spring of 2006. Organizers approached MMP's management, who generously offered their support by making R2SL the first-ever public event at the new track.

This extraordinary venue drew riders from 19 states, Canada and England, who, along with outstanding support from Utah's motorcycling community, helped increase R2SL's charitable contributions to an amazing \$65,000.

This success helped raise R2SL's profile, such that the organization added a second event in 2007, giving East Coast riders an opportunity to ride with R2SL at VIRginia International Raceway, in addition to a reprise at Miller Motorsports Park. Both these venues return for 2008, furthering R2SL's mission to make a positive difference in the lives of children, while promoting safe, high-performance motorcycling in a controlled environment.

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FREQUENTLY ASKED QUESTIONS ABOUT R2SL

What is Racing 2 Save Lives?

R2SL is a non-profit 501(c)3 non-profit organization dedicated to serving the community through the support of children's charities. Its primary fundraising activities are unique "track-day" events wherein motorcyclists raise pledges and/or make a minimum donation in exchange for the privilege of riding their bikes at professional race tracks in a noncompetitive setting.

How does R2SL select the charities that benefit from its donations?

R2SL was created to support those charities that do the real work for kids in need: children suffering with illness, those who have been neglected or abused, and those children who need loving guidance in their lives, all of whom need and deserve to be cared for. Racing 2 Save Lives salutes those dedicated men and women who do the 'hands-on' work to care for these children.

How much has R2SL donated to charity?

Since its inception in 2004, R2SL has donated more than \$200,000 to various charities. A full list of these charities can be found on at www.racing2savelives.org.

What is a track day?

Track days offer motorcyclists of virtually any skill level the opportunity to explore the performance envelope of their bikes on professional race tracks, in a noncompetitive setting, unencumbered by speed limits, traffic and road hazards, or the risk of traffic citations.

Are track days safe?

While there is risk inherent in any motorsports activity, R2SL and its partner tracks go to great lengths to manage the risk and provide a safe environment. R2SL's safety record speaks for itself: While a small number of participants have experienced relatively minor accidents since R2SL held its first event in 2004, not one rider has suffered a serious injury during an R2SL track day.

What measures does R2SL undertake in regard to rider safety?

R2SL incorporates a proactive safety program into all of its events. All riders must wear appropriate safety equipment, including track-ready riding apparel with integral body armor, motorcycling-specific boots and gloves, and full-face helmets. Every participant's motorcycle must undergo a thorough safety inspection before taking to the track. An EMT-staffed ambulance is always on-site during every track session. Riders are divided into "advanced" and "novice" groups, based on previous track experience. In addition, R2SL enlists the help of professional track-day organizers and their staffs to act as "rider coaches" who offer tips and advice to newcomers, and help ensure that every rider has a positive experience.

Who is eligible to take part in R2SL?

R2SL was created with the intent of including as many riders as possible. You do *not* need to be a licensed racer to participate, however you must be able to demonstrate safe operation of your motorcycle at all times.

Can I ride my Harley-Davidson at R2SL?

We don't want to discriminate against anyone, but the narrow tires and limited cornering clearance of cruiser-style motorcycles are incompatible with the high cornering speeds and extreme lean angles of track riding. Safety considerations also prevent us from allowing off-road, dual sport or mini bikes on the track. Participants are welcome to ride sport, sport-touring or supermoto bikes, as well as roadrace bikes. If you have any questions about the eligibility of a particular motorcycle, contact R2SL in advance at info@racing2savelives.org, or (303) 767-RACE.

What steps should I take to prepare my bike to ride at R2SL?

The first and most important requirement is that glycol-based antifreeze (the most common type) is not permitted for track use. Cooling systems must be filled only with straight water, or water mixed with a non-glycol coolant such as Red Line WaterWetter. You'll also need to remove your rearview mirrors or fold them in. We also recommend you tape over and disconnect your lights. Tires and brakes must be in good condition, though these items will be available for sale from on-site vendors.



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FACT SHEET

What: Racing 2 Save Lives motorcycling event for charity

When: Thursday, July 3, through Sunday, July 6, 2008

Where: Miller Motorsports Park, 2901 N. Sheep Lane, Tooele, Utah

Why: To raise funds in support of charities working for children in need

Who: More than 400 motorcyclists of all abilities, plus an all-volunteer staff

How: Riders raise pledges and/or make a donation in exchange for the privilege of riding their bikes on the tracks at Miller Motorsports Park.

Schedule: Three track sessions each day of the event – 8:30 to 11:30 a.m.; 12:30 to 3:30 p.m. and 3:30 to 6:30 p.m. Riders may enter as many or as few sessions as they wish.

Allowed motorcycles: Sport, road racing, sport-touring or supermoto-style motorcycles are welcome. Due to safety considerations, cruiser, off-road, dual sport and mini motorcycles are not permitted on the track.

How to register: Advance registration is available online at www.racing2savelives.org. Walk-up registration is also available at the event, though participants will save \$25 by registering online.

Cost: The minimum donation for one session is \$125. However, riders who sign up for multiple sessions and multiple days enjoy substantial savings. Complete pricing details are available at www.racing2savelives.org. Tickets for non-riding spectators cost \$10.

Other activities: R2SL also includes a silent auction of donated merchandise, motorcycling memorabilia and accessories. All proceeds from the silent auction are donated to R2SL's designated charities.

Media contact: Dan Wildhirt, (303) 579-0557, dan@wildhirt.com

Organization:

Stan Foxworthy, Executive Director

Sharon Foxworthy, President / Creative Director

Ralph Forsythe, Vice President / Operations Director

Sheila Paul, Director at Large

Warren Rose, Volunteer Coordinator

Scott Rybarik, Rider Coach and Track Safety coordinator

Mark Norby, Silent Auction coordinator

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