



109 N. Main
Midland, Texas 79701

800.624.6435
432.683.3381

fax 432.686.3556
www.VisitMidlandTexas.com

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PRESS RELEASE

For Immediate Release

For more information & to schedule interviews, contact:

Hannah Swank
864-672-9618 (direct line)
hannah@fullcirclepr.com

KYLE PETTY CHARITY RIDE ACROSS AMERICA VISITS MIDLAND ON 20TH ANNIVERSARY MOTORCYCLE TREK

*Coast-to-coast tour invites local community to support
chronically-ill children, Victory Junction*

Charlotte, N.C. April 23, 2014 – On Monday, May 5, the local community is invited to help welcome the 20th Anniversary Kyle Petty Charity Ride Across America to Midland at the Homewood Suites by Hilton, located at 1401 Tradewinds Blvd.

Led by former NASCAR driver and racing analyst Kyle Petty, the Charity Ride raises funds and awareness for Victory Junction – a camp created by the Petty family to enrich the lives of children with chronic or life-threatening illnesses. The 2014 Ride marks the group's first ever coast-to-coast tour, which will extend 2,800 miles from California to Florida.

The parade of more than 200 riders – including several notable celebrities – will arrive at 5:30 p.m. After the welcome from Mayor Jerry Morales, fans and spectators will have the opportunity to take photos and receive autographs – and also contribute to the Ride's "Small Change. Big Impact." program, which accepts donations at local stops along the Ride's route.

Notable participants include NASCAR legends Richard Petty, Geoff Bodine and Harry Gant, former NFL great Herschel Walker, Fox News contributor Col. Allen West, Host of NBC's NASCAR America Rick Allen, and co-host of History Channel's Top Gear America and NASCAR personality Rutledge Wood.

The 20th Anniversary Kyle Petty Charity Ride Across America will depart Carlsbad, Calif. on May 3 and travel east, making overnight stops in Tucson, Ariz.; Las Cruces, N.M.; Midland, Texas; Austin, Texas; Beaumont, Texas; New Orleans; Tallahassee, Fla.; and finishing in Daytona Beach on May 10.

"It's an incredible opportunity to ride across America on a motorcycle with 200 of your

-more-

closest friends,” said Petty. “But the best part is – we’re doing it for the kids. We’ve seen so many lives touched at Victory Junction as a result of the generous support we receive along our route each year.”

For more information on the 20th Anniversary Kyle Petty Charity Ride Across America or to make a donation, please visit www.kylepettycharityride.com.

Follow Kyle Petty and the riders live, on Facebook - www.facebook.com/KPCharityRide,

Twitter - www.twitter.com/kpcharityride, and Instagram -

<http://www.instagram.com/kpcharityride>.

About the Kyle Petty Charity Ride Across America (KPCRAA)

Led by former NASCAR driver and racing analyst Kyle Petty, the KPCRAA raises awareness and funds for Victory Junction. The KPCRAA is one of the most successful and popular charity events in the country. Now in its 20th year, more than 7,330 riders have logged more than 10.7 million cumulative motorcycle miles and donated nearly \$15 million to Victory Junction Camp and other children’s charities.

About Victory Junction

Victory Junction is a year-round camping environment for children, ages six to 16, with chronic medical conditions or serious illnesses. Founded by the Petty family in honor of their son Adam, the Camp is located in Randleman, N.C. Victory Junction offers programs for a range of disease groups and maintains strong relationships with more than 30 partner hospitals. Victory Junction’s mission is to provide life changing camping experiences that are exciting, fun and empowering, in a safe and medically-sound environment. As a not-for-profit organization, the Camp operates solely through the support of generous individuals, foundations, organizations and corporations to provide this experience at no charge to children and their families. Since the Camp’s inception, more than 19,000 children and families have received not only a circle of support but experiences thought to only be possible by healthy children. Victory Junction is a member of the SeriousFun Children’s Network of Camps founded by Paul Newman, and is accredited by the rigorous guidelines of the American Camping Association. To learn more about Victory Junction, visit www.victoryjunction.org.

The above information has been provided by The Kyle Petty Charity Ride and distributed by the Midland Convention & Visitors Bureau. This event is projected to bring in \$90,000 in direct visitor spending to the Midland economy.

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

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