



FOR IMMEDIATE RELEASE

CONTACTS:

Caitlin Goodrich/Lawrence Gellerstedt
404-214-2124/404-214-3556
cgoodrich@jacksonspalding.com
lgellerstedt@jacksonspalding.com

Chick-fil-A Kyle Petty Charity Ride Announces 15th Anniversary Route

Annual Motorcycle Ride to Travel from Stevenson, Wash., to Greensboro, N.C.

CHARLOTTE, N.C. (Feb. 23, 2009) – The Chick-fil-A Kyle Petty Charity Ride Across America has announced the coast-to-coast route for its 15th annual motorcycle ride, to take place May 8 – 17. NASCAR driver and Charity Ride founder Kyle Petty will lead a field of more than 200 riders as they wind their way from the Pacific Northwest to the East Coast in an effort to raise awareness of and funds for Victory Junction and other children’s charities.

Riders will depart from Stevenson, Wash., on May 8, making overnight stops in Richland, Wash.; Sun Valley, Idaho; Park City, Utah; Steamboat Springs, Colo.; Hays, Kan.; Kansas City, Mo.; Batesville, Ark.; and Nashville, Tenn., before reaching Greensboro, N.C., on May 16.

Since the Charity Ride’s inception in 1995, 6,100 participants have logged more than 7.9 million cumulative motorcycle miles and donated more than \$12 million to Victory Junction and other charities that support chronically ill children. Petty and his wife, Pattie, opened Victory Junction in Randleman, N.C., in 2004. The year-round camp serves children, ages 6 to 16, whose health issues would typically prevent them from attending camp.

The camp operates solely on the donations of corporations, organizations and individuals. Campers attend at no cost to their families, and transportation costs are covered, if needed. The Pettys are planning a ceremonial groundbreaking on a second Victory Junction in Kansas City, Kan., during the Ride’s stop there on May 13.

“This is a big year for the Charity Ride family,” said Petty. “Not only are we celebrating the 15th anniversary of the Ride, we’re also breaking ground on a second Victory Junction that will provide life-changing opportunities for even more deserving children and their families. Pattie and I can’t wait to hit the road with our fellow riders, sponsors and fans. It is going to be great fun, a real adventure.”



Chick-fil-A President and Chief Operating Officer Dan Cathy will join Petty on the nine-day Charity Ride. This year marks Chick-fil-A's sixth year as the event's title sponsor.

"I've been honored to be a part of the Kyle Petty Charity Ride for the last five years and to see up close the impact the Ride has on the organizations and children it supports," Cathy said. "Chick-fil-A is proud to be associated with such a worthy cause, and I'm looking forward to another rewarding Ride."

The Ride will conclude with a visit to Victory Junction in Randleman, N.C., on May 17. Prior to the Charity Ride's start, the public is invited to raise support through the Charity Ride Dream Team Challenge, which invites individuals to form "Dream Teams" to raise money and awareness for the Ride's cause. Dream Teams' efforts are celebrated at the Ride's major stops. In 2008, donations from The Dream Team Challenge totaled more than \$40,000. For more information or to register a Dream Team, visit www.kylepettycharityride.com.

Fans and spectators along the Charity Ride route may also contribute to Victory Junction through the Charity Ride's "Small Change. Big Impact." program, which accepts donations at pit stop locations. As a result of the 2008 Charity Ride's efforts, more than 350 children will attend a five-day session free of charge.

Additional sponsors of the 2009 Chick-fil-A Kyle Petty Charity Ride Across America include Coca-Cola, Pilot Travel Centers LLC, Racing Electronics, Wincraft Racing and FLUIDYNE Racing Products.

About The Kyle Petty Charity Ride

Led by NASCAR driver Kyle Petty, The Chick-fil-A Kyle Petty Charity Ride Across America raises awareness of and funds for Victory Junction and other charities supporting chronically ill children. The Ride is one of the most successful and popular charity events in NASCAR. Now in its 15th year, the Ride has donated more than \$12 million to children's charities, with 6,100 participants logging more than 7.9 million cumulative motorcycle miles. In 2009, NASCAR celebrities, Ride sponsors and motorcycle enthusiasts will travel from Stevenson, Wash. to Greensboro, N.C. from May 8-17. www.kylepettycharityride.com

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 Kyle and Pattie Petty in honor of their son Adam, the camp is located in Randleman, N.C., with a second location opening soon in Kansas City, Kan. Victory Junction offers programs for 24 disease groups and maintains strong relationships with 26 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 donors to provide this experience at no charge to children and their families.
www.victoryjunction.org

About Chick-fil-A, Inc.

Celebrating its 42nd year in business, Atlanta-based Chick-fil-A, Inc., is the nation's second-largest quick-service chicken restaurant chain (based on sales), with more than 1,425 restaurants in 38 states and Washington, D.C. In 2008, Chick-fil-A reported system-wide sales of \$2.9 billion, representing a 12.17 percent increase over the chain's 2007 overall sales performance and a strong same-store sales increase of 4.59 percent. Chick-fil-A's record sales performance marked the chain's 41st consecutive year of system-wide sales gains.

Credited with inventing the boneless breast of chicken sandwich and first introducing the chicken nugget concept, Chick-fil-A serves nutritious and freshly prepared food products in mall locations, stand-alone restaurants, drive-thru-only restaurants, Chick-fil-A Dwarf House® and Truett's Grill® full-service restaurants, and through licensed outlets in college campuses, hospitals, airports, businesses and industrial sites. www.chick-fil-a.com or www.truettcathy.com

