



15th Anniversary Chick-fil-A® Kyle Petty Charity Ride Across America Background and Overview

Fifteen years ago, NASCAR driver Kyle Petty combined his passion for helping others with his love of motorcycles to create the Chick-fil-A Kyle Petty Charity Ride Across America. The annual trek raises funds for charities that support chronically ill children and engages celebrities, ride sponsors, motorcycle enthusiasts and fans. Since 1995, more than 6,100 riders have logged 7.9 million cumulative motorcycle miles and donated more than \$12 million to children's charities.

The inspiration for the Ride came in 1994, when Kyle and four friends rode their motorcycles from North Carolina to a NASCAR race at Phoenix International Raceway. Along the way, friends joined the Ride, and by the time the group reached Phoenix, it included 30 riders. The turnout inspired Kyle, and he decided to turn the event into something bigger. The Kyle Petty Charity Ride Across America was born.

For the last five years, Victory Junction has been the Ride's primary beneficiary. The camp was founded by Kyle and his wife, Pattie, in honor of their son Adam, who was killed on the racetrack in 2000. Located on 84 acres in Randleman, N.C., the camp opened its doors in 2004 to enrich the lives of children with chronic or life-threatening illnesses by creating camping experiences that are memorable, fun, empowering, physically safe and medically sound. The Ride will make a special stop in Kansas City, Kan. on May 13 to break ground on a second Victory Junction.

This year, Kyle and Pattie will lead a field of approximately 200 riders as they wind their way from Stevenson, Wash., to Victory Junction in Randleman, N.C. from May 8-17. As a result of the 2008 Charity Ride's efforts, more than 350 children will attend a five-day session free of charge.

Fans, media and Ride supporters are invited to participate in the Ride – virtually – at www.kylepettycharityride.com. The Virtual Ride allows users to view video footage, photos, Kyle's daily blog entries and sound clips from each day's adventures on the road. Fans may also interact with Kyle and the riders through the Charity Ride's Facebook Fan Page.

This year marks the nationwide launch of The Charity Ride Dream Team Challenge, which last year raised more than \$40,000. The Ride is challenging individuals to form "Dream Teams" to raise money for and awareness of the event and its beneficiaries prior to and during the Charity Ride. Dream Teams may register at www.kylepettycharityride.com, and fundraising efforts will be celebrated at special events in the Ride's overnight markets.

Chick-fil-A®, the nation's second largest quick-service chicken restaurant chain, is the title sponsor of the Ride. This is the sixth year that the company and President and COO Dan Cathy have participated in the cross-country trek.

For more information about the 2009 Chick-fil-A® Kyle Petty Charity Ride Across America, to follow along virtually, or to make a contribution, visit our Web site at www.kylepettycharityride.com. Updates will be posted daily throughout the duration of the Ride.