



16th Anniversary Kyle Petty Charity Ride Across America Background and Overview

Sixteen years ago, NASCAR driver Kyle Petty combined his passion for helping others with his love of motorcycles to create the Kyle Petty Charity Ride Across America. The annual trek raises funds for charities that support chronically ill children, engaging celebrities, ride sponsors, motorcycle enthusiasts and fans. Since 1995, more than 6,400 riders have logged 9.1 million cumulative motorcycle miles and donated more than \$13 million to Victory Junction and other charities that support chronically ill children.

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 nurture the event into something bigger. The Kyle Petty Charity Ride Across America was born.

For the last six years, Victory Junction has been the Ride's primary beneficiary. The camp was founded by Kyle and his wife, Pattie, to honor 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. A second Victory Junction in Kansas City, Kan., is scheduled to open in 2011.

This year, Kyle and Pattie will lead a field of approximately 200 riders as they wind their way from Indian Wells, Calif., to Victory Junction in Randleman, N.C. from May 1-9. As a result of the Ride, more than 7,000 children have attended Victory Junction at no charge.

Fans, media and Ride supporters are invited to participate in the Ride – virtually – at www.kylepettycharityride.com. The Virtual Ride allows users to access 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 Ride's Facebook Fan Page.

The Charity Ride Dream Team Challenge, which last year raised more than \$10,000, challenges 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/dream_team, and fundraising efforts will be celebrated at special events in the Ride's overnight markets.

For more information about the 2010 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.