



COX AUTOMOTIVE  
2024

**28TH ANNIVERSARY**



# KYLE PETTY CHARITY RIDE ACROSS AMERICA

## BACKGROUND AND OVERVIEW

In 1995, NASCAR driver Kyle Petty combined his passion for helping others with his love of motorcycles to create the Kyle Petty Charity Ride Across America. One of the most successful and popular charity events in the country, the annual motorcycle trek engages celebrities, Ride sponsors, motorcycle enthusiasts, fans and local communities to raise funds and awareness for Victory Junction. Since the Ride began, 9,100 riders have logged nearly 12.8 million cumulative motorcycle miles and raised more than \$21 million for Victory Junction and other children's charities.

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

Victory Junction opened in 2004 in honor of Petty's late son, Adam, and has served as the Ride's primary beneficiary ever since. Located on 84 acres in Randleman, North Carolina, Victory Junction exists to enrich the lives of children with serious illnesses and chronic medical conditions by creating camping experiences that are memorable, fun, empowering, physically safe and medically sound at no cost to their families. Since the Camp opened in 2004, the Ride has helped Victory Junction mobilize resources to provide over 115,000 camp experiences for these deserving children.

For the 28th Anniversary Ride, Kyle Petty will lead approximately 225 riders on an epic journey from Deadwood, South Dakota to Victory Junction in just seven days! The Ride will depart Deadwood on May 4, 2024 and end at Victory Junction on May 10, 2024.

Fans and spectators along the route may contribute to the Ride's "Small Change. Big Impact." program, which accepts donations at local stops.

## TO KEEP UP WITH PETTY AND THE RIDERS LIVE, FOLLOW THE RIDE AND PETTY ON SOCIAL MEDIA:



[facebook.com/kpcharityride](https://facebook.com/kpcharityride)  
[facebook.com/kylepetty45](https://facebook.com/kylepetty45)



[instagram.com/kpcharityride](https://instagram.com/kpcharityride)  
[instagram.com/kylepetty](https://instagram.com/kylepetty)



[twitter.com/kpcharityride](https://twitter.com/kpcharityride)  
[twitter.com/kylepetty](https://twitter.com/kylepetty)

**For more information about the 28th Anniversary Kyle Petty Charity Ride Across America or to make a contribution, please visit [www.kylepettycharityride.com](http://www.kylepettycharityride.com).**