



www.AmazingMichiganRace.com

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Available 9 am - 9 pm EST

PRESS RELEASE

For Immediate Release

Leaders Rally in Rochester to Kick Off Inaugural Event to Benefit Special Olympics Michigan

February 24/Rochester, MI – The Amazing Michigan Race to benefit Special Olympics Michigan Inc. (SOMI) was celebrated at a kick-off event held Tuesday, February 23, 2010 at the Royal Park Hotel. City of Rochester Hills Mayor Bryan Barnett and City of Rochester Manager Jaymes Vettraino were joined by area leaders from Crittenton Hospital Medical Center and Oakland University to welcome Special Olympics Michigan's President & CEO Lois Arnold, board members and local athletes. Oakland County Executive L. Brooks Patterson, who serves on the Honorary Host Committee, was represented by Steve Huber, who was in good company with local proprietor Russ Shelton. Rochester showed strong leadership with attendees from the Greater Rochester Community Foundation, Rochester Downtown Development Authority, Rochester Community Schools, and Rochester Regional Chamber of Commerce in addition to the Deputy Manager, Chief of Police, Fire Chief and Public Works Director.

Promising to be a unique and fun experience while serving as a signature fundraiser, the Amazing Michigan Race will take place Sunday, October 17, 2010 to test racers' endurance and wit as they follow clues, bypasses and intersections through a course set in and around the Rochester community. Royal Park Hotel will be providing accommodations for the pre-race activities as well as the post-race awards celebration, where prizes, food and entertainment will take place. Only 200 four-member team spots are available. Race information is available at www.AmazingMichiganRace.com, and online registration begins March 2.



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Supported by more than 20,000 volunteers, SOMI annually provides training and competitions to over 17,000 athletes with intellectual disabilities of all ages through 23 different Olympic type sports. SOMI relies solely on funding from donors and special events. "SOMI is honored and excited to be the sole benefactor of the inaugural Amazing Michigan Race. The event showcases Michiganders' spirit and tenacity just as our athletes exhibit. We focus on events that bring out the best in our competitors—all in the spirit of fun and accomplishment," explained Lois Arnold, SOMI President and CEO.

The Amazing Michigan Race is being organized by In2itive Marketing & Events, a Michigan-based firm. "The race offers an exciting alternative to traditional fundraising efforts, and we hope to incorporate as many Michigan vendors, sponsors and retailers as possible to maximize the proceeds for SOMI," offered Jill Fraeyman, co-founder.

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