



## **DESTINATION CITY ANNOUNCED FOR RACE TO RECOVER AMERICA'S MISSING CHILDREN 2010 Fireball Run Adventurally Announces Williams, AZ as an "Official Host City"**

### **FOR IMMEDIATE RELEASE**

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**UNIVERSAL STUDIOS ORLANDO, Florida**– The invitational Fireball Run Adventurally is announcing Williams, Arizona as a destination for its 2010 event. Competitors will take part in challenges that embrace the city's culture as well as geographical location. The rally will arrive from Henderson, Nevada on Saturday, September 25<sup>th</sup> and will hold a public green flag ceremony on Sunday, September 26<sup>th</sup> as Mayor Moore signals the race's departure to Gallup, New Mexico.

"The demand for this year has been overwhelming," said Natalie Zimmerman, who serves as the event's organizer. "We've pulled out all the stops and promise that this will be our most challenging event yet. America is the board game and our players are mere pawns." Anyone in Arizona wishing to compete can log on [www.williamschamber.com](http://www.williamschamber.com) and receive an exclusive invitation to register in the event.

This year's event promises to be the most challenging, scenic and diverse experience so far. 75 teams will travel over 3,500 miles in 9 days, driving everything from Bentleys to Chargers to KITT from Knight Rider. Along the way, teams solve clues and complete challenges in an attempt to earn points. In addition, there are racing challenges, the first of which will take place at the Las Vegas Motor Speedway. Think of it as Amazing Race meets motorsports.

The Fireball Run's Race to Recover America's Missing Children is the largest active recovery effort for missing and exploited children. Each team is assigned a child from their home region along with posters to disperse along the route. A decal featuring the child is affixed to the vehicle, creating a rolling milk carton. One of the biggest advocates for making America safer for kids, Mr. Marc Klaas, will also participate in the rally himself - bringing his message to the streets of America while honoring the memory of his daughter, Polly Klaas. To date, this effort has assisted in the recovery of 33 missing children. Partnering with the event is the KlaasKids Foundation.

The Fireball Run Adventurally is a national event headquartered at the NBC/Universal Studios in Orlando Florida, safety sanctioned by the United States Auto Club (USAC) and welcomed by city leaders and law enforcement in each host city.

The 2010 Fireball Run Adventurally starts September 23<sup>rd</sup> in Henderson, Nevada and concludes October 2<sup>nd</sup> in Wisconsin. The event encourages the public to come out and show their support.

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To learn more about the Fireball Run or to schedule an interview, please email [executiveassistant@fireballrun.com](mailto:executiveassistant@fireballrun.com) or contact Michael Zambrano at 407.499.4229 ext. 5