



## 2012 Ride Without Limits-Speedway Overview

2012 begins with the launch of an exciting addition to the Ride Without Limits series – the RWL SPEEDWAY event at the Charlotte Motor Speedway on June 2<sup>nd</sup> & 3<sup>rd</sup>, 2012. This event is unlike any other in that cyclists of all abilities will have the opportunity to ride ON THE TRACK and UNDER THE LIGHTS of one of the coolest NASCAR venues in the country. Cyclists will begin their adventure at 5:00 pm on Saturday and have until 12:00 noon on Sunday to ride as many laps as possible, all the while enjoying all the things that have always made the Ride Without Limits special: Great Food – Amazing Volunteers – Outstanding Bike Techs – Incredible Support – and the chance to meet the families and children they are riding for!

What makes this event truly unique (besides the chance to ride a bike on an actual NASCAR track!) is the unique challenge for everyone. The RWL Speedway is perfect for teams, both cycling teams and corporate teams. Even if team members can only ride 1 lap, they can be a part of something amazing creating a camaraderie and team building experience that most corporations would pay thousands for!

And for those individuals that want to truly challenge themselves, they have the opportunity to see just how far they can go in 19 hours or how many hours in the saddle they can tolerate! Either way, the RWL Speedway has something for everyone!

During the time cyclists are traveling around the 1 ½ mile oval track, there will be activities going on for their families making this a real rarity – a cycling event for the entire family! There will be a KIDZONE available for the little ones, a bike ride on the infield for kids up to 12 years old, movies on the lawn and great food and live entertainment to make it fun for all!

As riders come to the end of the 19 hour adventure they will be greeted like returning heroes with an inspirational and moving closing ceremony. Awards will be presented to individuals with the most laps ridden and most hours on the bike and team awards for the largest team, most team laps and most total miles ridden. The ceremonies will conclude with inspirational stories of the children and families this event will help and then wrap up with a live concert.



The Ride Without Limits is not just a cycling event and it's not just a fundraising event. It's an opportunity for those who can to make a difference in the lives of thousands and at the same time change the way they see the world. The Ride Without Limits changes lives – but more importantly it changes perceptions!

All proceeds from the Ride Without Limits – SPEEDWAY benefit Easter Seals UCP and Speedway Children's Charities.



North Carolina & Virginia

