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PRESS RELEASE

For Immediate Release

Great Michigan Race Date Change

August 30, 2011, Rochester, MI – The Great Michigan Race (GMR) to benefit Special Olympics Michigan Inc. (SOMI) has rescheduled the October 9, 2011 race date. GMR will launch version 2.0 in Rochester/Rochester Hills on Saturday May 19, 2012. “Based on feedback from participants, volunteers, and sponsors we came to the conclusion that this event would be better carried out in the Spring. Fall is such a busy time for everyone and it’s difficult for participants to register in August and September and commit to an October event, when most are thinking about how they’ll spend their next Summer weekend or get the kids ready for school. We get that. So the choice was made to move the date.” – Kathy Gregovich

“We are very excited about our Spring event. We are increasing the number of sponsors committed to delivering this great event to the Greater Rochester Area and team participation is up, which equals a larger check for SOMI.” – Kathy Gregovich

Promising to be a unique and fun experience while serving as a signature fundraiser, the event will test racers' endurance and wit as they follow clues through a course of 10 challenges set in and around the Rochester area. This event is for able-bodied individuals to support Special Olympic athletes.

Last year teams had to complete 10 different mental or physical challenges included a facade hunt challenge along Main Street, puck handling challenge at Onyx Rochester Ice Arena, harnessed zip-line ride over the Paint Creek in Municipal Park, and firefighter tools and hose training at the Municipal Training Center off the Clinton River Trail. The top qualifying teams then advanced to a final challenge as part of the Celebration hosted by the Royal Park Hotel / Russ Shelton Buick GMC. The Dewy Divas representing the Rochester Library took home the inaugural title.

In addition to a great race, there was plenty to do for the kids. The Family Fun & Fan Park located at the corner of 3rd and Water streets, provided live bands, multiple bounce houses, Star Wars characters, food and beverages, and over 50 vendors. The Family Fun & Fan Park also serves as the finish line for the racers.

There are many ways to get involved. For individuals or teams interested in registering please visit www.greatmichiganrace.com. Volunteers, vendors, and/or sponsors may also visit the website or call direct at 248-924-5995.

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