



36 YEARS OF RAAM

Oceanside, CA Annapolis, MD

SOLO RACERS Depart Tuesday, June 13, 2017

TEAMS Depart Saturday, June 17, 2017

As you prepare for the big race, we are thrilled to provide you with ways to actively be involved, help us grow our following and participate in our events!

For 36 years, as one of the most well recognized endurance races in the world, we are constantly working on ways to improve our methods of communication, reach participants around the world and actively engage the media in the many stories you all have to share!

In an effort to simplify the process, gather stories, and help you to actively pitch the media in your own towns, we have provided with you background on RAAM you can use for any release. In addition, for all media inquiries you receive we want you to have a go to contact within RAAM. The following pages will answer all of your questions and bring the RAAM family together from around the world.

Before you know it, you will be on the first day of your journey across country!

HISTORY

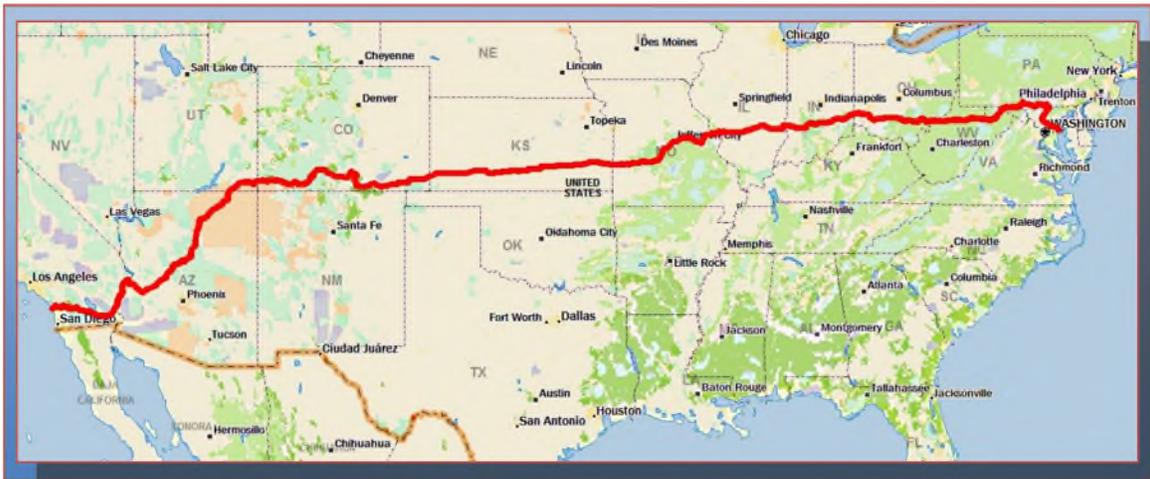
Race Across America (RAAM) is one the most respected and longest running endurance sports events in the world. RAAM is seen as a pinnacle of athletic achievement in cycling circles and the greater sporting community. RAAM has a rich and storied history. In 1982 four individuals raced from the Santa Monica Pier in Los Angeles to the Empire State Building in New York City. Covered by national television, the race captivated the public's imagination. Teams were added in 1992 and quickly became the most popular and fastest growing segment of the race. Relay team racing made the event accessible to any reasonably fit cyclist. The 2017 race will be the 36th edition of RAAM and the 12th year starting in Oceanside, CA.

There is no other race in the world like RAAM. The Race inspires everyone who has been a part of it --- racer, crew, staff and fans alike. RAAM is the true test of speed, endurance, strength and camaraderie. The ideal combination of work and fun! There is no race that matches the distance, terrain and weather, and no other event that tests a team's spirit from beginning to end.



FACT SHEET

- ⊕ Total distance covered by racers is more than 3000 Miles.
- ⊕ Collectively, the solo and team finishers will travel a combined distance equivalent to circling the Earth at the equator seven times.
- ⊕ In the history of the race, solo finishers have ridden more than one million miles - that's two round trips to the moon.
- ⊕ Lowest elevation is 170 feet below sea level. Highest elevation is more than 10,000 feet high above sea level. This elevation range exceeds two vertical miles.
- ⊕ Each solo and team will climb more than 100,000 feet. This is roughly the distance from the ground to the edge of space, more than three times the altitude flown by commercial jetliners and almost four times the altitude of Mt. Everest.
- ⊕ Less than 250 solo and tandem racers have officially finished solo RAAM earning the title of RAAM Finisher, compared with over 2000 individuals who have summated Mt. Everest and 200 racers every year who compete in the Tour de France.
- ⊕ Racers have come from 5 continents - North America, South America, Australia, Asia, and Europe. More than 25 countries have been represented.
- ⊕ RAAM crosses the five longest rivers in the US: the Mississippi, Missouri, Rio Grande, Arkansas and the Ohio.
- ⊕ The RAAM staff during the race is more than 50 people. More than 200 people staff





CAPTURING YOUR STORY

We want to actively engage with our racers, teams, crews and the non-profits you support.

We know that you have great relationships with the media in your towns and cities around the world. Each year, we receive more media content from you than anywhere else and it makes it fun to tell your story.

So, as you prepare for RAAM, reach out to local media contacts and tell your story, share your training regimen, your crew, and all that goes into becoming a RAAM athlete and share it with us.

We will post your stories on our website, through our social media channels and help you in any way we can. You may even end up in one of our featured videos!

If you have a story you would like help telling or you think is worthy of US media outlets, please email us anytime at

MEDIA@Raceacrossamerica.org

Follow us on **Facebook** and **Twitter** @RaamRaces, promote our page and send us all links to your social media and web pages for us to promote you!

Visit our website to download the **RAAM logo** for your use, located under race resources. Please make sure it is used appropriately and kept updated.

Be sure to implement hashtags: #RAAM2017 #RaceAcrossAmerica #RAAMchallenge #(Racer/ Team Name), #RaceAcrossTheWest



SPONSORSHIP OPPORTUNITIES

Majority of RAAM athletes attract sponsors from all over the world to support the journey across America.

It takes a great deal of effort and energy and we want to offer your sponsors a way to broaden their reach through various sponsorship opportunities utilizing the RAAM website, newsletters, social media and on-site branding.





RACER TIPS

Before RAAM Starts:

1. Contact your local media and introduce yourself – share your story, incorporate background on RAAM as needed and write pre-race press release for additional coverage.
2. Please communicate to your crew chief and crew members one of their responsibilities is being available to take our calls during the race, participate in phone interviews we set up and call in updates.
3. Please send Media@raceacrossamerica.org the following by the end of JANUARY:
 - a. list of your media contacts
 - b. any website links that you or your charity use to promote your participation in RAAM
 - c. anyone who is working on your PR efforts
 - d. crew contact information
4. Be available for interviews on a needed basis.

During RAAM:

1. Be available for interviews (if on a team), or have your crew coordinate interviews. The more media exposure the better!
2. Schedule several update calls to RAAM headquarters.
3. Include us on your website or email updates (RAAM logo available on website).

After RAAM:

1. Send a press release about your RAAM experience to your local media contacts and send a follow up phone/email to them to secure a story.
2. Send a list of any articles and/or TV coverage to media@raceacrossamerica.org. We love sharing!
3. Please send the total amount raised for your charity(s) to RAAM.

RACE CONTACTS

It is important before and during the race to know who the appropriate contacts are for each area of support.

Race Related Questions:
Fred Boethling 303-517-5419
Fred.Boethling@raceacrossamerica.org

WEBSITE LINKS

www.raceacrossamerica.org

www.raamedia.com

