

Race-A-Thon Officially Launched by Racing 2 Cure

Program Allows Racers and Corporate Partners Unique Fund Raising Advantage

Tuesday, November 01, 2011
Mooresville, NC –

Racing 2 Cure, (R2C), a 501(c)3 non-profit organization officially launched the first-ever Race-A-Thon via their website www.racing2cure.org. The program aims to raise funds for families fighting cancer and cancer research, while at the same time driving exposure and funding for the thousands of racers and racing related companies across America. The program enables the estimated one-million grass roots racers a free, fully automated online cause marketing campaign. Drivers can sign up and create their personal drivers profile page, posting their reason for *racing2cure* and even list their sponsor support. Once their page is up the racer can set off to collect donations having a portion return to their race fund as an option to continue the program with the majority of funds going towards the Racing 2 Cure cause.

Racing 2 Cure's mission is to help families that are currently fighting cancer. R2C strives to treat the "Human Side" of cancer using funds raised to directly help families who are currently fighting cancer with everyday needs such as travel expenses, transportation, medical needs, day care, tutoring, house cleaning, meals and the many simple things in life that become difficult when a parent or child is going through cancer treatments.



Racing2Cure was founded by Todd and Alycia Stewart along with their son Hunter Stewart. Hunter had just begun racing off-road trophy karts around Southern California when his Mom (Alycia) was diagnosed with Breast Cancer. Hunter began raising money one-lap at a time by donating his allowance for every race lap he completed. This small grass roots effort was formalized after Alycia was diagnosed a second time. During her very tough second battle with cancer, Hunter and his parents were growing in their passion for both racing as an outlet for the family to escape the hardships of cancer and also were witnessing the need for family support during cancer battles.

"We met a lot of families that were having a much harder time than we were," said Todd Stewart. "There were single Mom's and parents who lost jobs and at the same time had to fight cancer. It's extremely hard on the family. While the ultimate goal is a cure through research, we noticed families and their personal needs sometimes getting overlooked. With our passion for racing and our passion to help other families we founded Racing2Cure and have since made it our life's work."

The Stewart's moved from Southern California to Race City USA, Mooresville, North Carolina to launch the program. After a few years of developing the website it's officially open to all racers and companies, who have already begun signing up. Future plans include creative racer contests and an eventual point's championship for the racers raising the most money. Already in the competitive spirit of racing the site list the leading donors as the "pole position." As the program grows it could eventually be the biggest victory in motorsports, supporting racers, businesses and most of all families fighting cancer.

For more on Racing 2 Cure visit: www.Racing2Cure.org

