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For Release: Online/web articles – do NOT release online prior to 9 a.m. on July 20; Print & broadcast – Immediate

## CHIMNEY ROCK TO HOST RALLY NORTH AMERICA'S "2011 RALLY APPALACHIA" ON JULY 20



Photo: Courtesy Rally North America

### *Charity Rally Will Benefit the Intrepid Fallen Heroes Fund*

CHIMNEY ROCK, N.C. (July 19, 2011)—[Chimney Rock at Chimney Rock State Park](#) will host Rally North America's *Rally Appalachia 2011* as a cruise-in to the Park's top parking lot between about 2:30 and 4 p.m. on July 20, 2011. Chimney Rock is one of the Rally's 37 checkpoints at historic or scenic locations in the Appalachian region from Virginia to South Carolina. Rally North America Charities' *Rally 2011* will benefit the Intrepid Fallen Heroes Fund, a national leader in supporting the U.S. Armed Forces and their families.

Rally North America organizes this high-speed scavenger hunt, with 80-plus muscle and sports cars touring 1,300 miles of some of the nation's most scenic roads. Rally drivers are given clues each day and challenged to outsmart and outrace their opponents through a series of secret checkpoints and awe-inspiring destinations to the finish line while obeying all rules of the road. This is *Rally Appalachia 2011*.

*Rally Appalachia 2011* features 80 teams of two or more people, three racing venues (Shenandoah Speedway, Motor Mile Drag way, and Darlington Speedway), 37 stops at historical or scenic locations, two police escorted parades (including one in Greenville, SC, on July 20), and one great end-of-rally party in Charleston, South Carolina.



**Rally North America Charities.** Established in the winter of 2009, Rally North America Charities is a not-for-profit organization, aimed at bringing automotive enthusiasts from all over the United States and Canada, together for the purpose of Auto rallying. Each rally organized by Rally North America carries a common idea: driving for a cause. RNA believes that by combining the love of the automotive lifestyle and a worthy charity organization, it is possible to do something good through the automotive hobby.

**Courteous Drivers.** Rally North America participants are required to provide a professional and respectful representation of our community to all. The participants are required to follow the laws of the road and are expected to be courteous to the drivers with whom they are sharing the road at all times.

**Charity Benefactor.** The Intrepid Fallen Heroes Fund has been chosen as this year's Rally North America (RNA) charity benefactor. The Intrepid Fallen Heroes Fund, a national leader in supporting the men and women of the United States Armed Forces and their families, has provided over \$120 million in support for the families of military personnel lost in service to our nation, and for severely wounded military personnel and veterans. The Fund most recently opened the National Intrepid Center of Excellence to support the research, diagnosis, and treatment of military personnel and veterans suffering from traumatic brain injury. Learn more at <http://www.fallenheroesfund.org/Fundraising/Events/Rally-Appalachia-2011.aspx>.

Sponsorship of a RNA event only requires a direct donation to The Intrepid Fallen Heroes Fund in the name of the sponsor and RNA. The 2011 Rally sponsors include CJ Pony Parts, CarDomain.com, Brewmeisters Sports Tavern, Penn Tech Deployments Inc. and Hagerty Collector Car Insurance.

**Rally Event Dates & Times (Only day 2 of three race days is shown below):**

**Excluding daily starting locations, finish lines, and race venues PLEASE DO NOT release any of the route information ONLINE until 9:00 AM the day of or anytime the day after the Rally's visit. The route is not disclosed to the participants until their departure each day.**

**This information is being supplied to members of the media as a courtesy to allow proper allocation of resources in the correct locations, as well as informing the general public in printed local papers.**

**Day 2 – July 20, 2011 8:00 a.m.**

**Starting Line: The Natural Bridge and Convention Center, Natural Bridge, VA**

**Checkpoints:**

Radford, VA, Main Street, approximately 9:30-10 a.m.

Motor Mile Drag way Radford VA approximately 9:45-10:30 a.m.

Galax VA 11:30 a.m.-1 p.m.

**Chimney Rock at Chimney Rock State Park, Chimney Rock, NC, approximately 2:30-4 p.m.**

**Finish Line: Hooters Restaurant, Greenville, SC, 4-5 p.m.**

Greenville Parade starting & ending at Hooters, 6 p.m.

(Parade route available to members of the media by request)



## About Chimney Rock at Chimney Rock State Park

[Chimney Rock at Chimney Rock State Park](#) is a developing international outdoor destination located 25 miles southeast of Asheville on Highway 64/74A in Chimney Rock, N.C. It is recognized as one of the Southeast's most iconic sites and popular travel destinations. The Park's 535-million-year-old monolith called [Chimney Rock](#) offers guests 75-mile panoramic views of Hickory Nut Gorge and Lake Lure. Hickory Nut Gorge, one of the state's most significant centers of biodiversity, is home to 36 rare plant species and 14 rare animal species, as well as the second highest waterfall of its kind in the eastern United States. A popular destination for travel groups, weddings, special events and field trips, the Park is also known for its innovative hands-on [educational programs](#) for K-12 schools. Visit Chimney Rock's website at [chimneyrockpark.com](http://chimneyrockpark.com). More information on current Capital Improvement projects at [chimneyrockpark.com/progress](http://chimneyrockpark.com/progress) or by calling 800-277-9611.

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*\*Photos available upon request*

