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For Immediate Release

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2008 FIREBALL RUN TRANSCONTINENTAL RALLY
SELECTS GRAND RAPIDS AS FINISH LINE

(Grand Rapids, MI – February 25, 2008) Fireball Run Holdings, an Entertainment and Media Company, owners of the Fireball Run Transcontinental Rally series announce the end of the 2008 Fireball Run Transcontinental Rally, *The Race to Recover America's Missing Children*, will take place in Grand Rapids, Michigan.

Nearly 100 teams, comprised of business and community leaders, embark upon a 3,500 mile transcontinental adventure. Fireball Run is an “interactive” adventure game and rally starting in Baton Rouge, Louisiana on September 25, 2008 and finishing on October 4th in Grand Rapids, Michigan. Teams participate in the nation’s largest missing child recovery effort; *The Race to Recover America's Missing Children* is a 3 million dollar awareness campaign for the Child Rescue Network, a Florida based not for profit. The mission: each team distributes posters along the entire 3,500 mile route, in an effort to aid in the recovery of its assigned missing child. Fireball Run 2007 made headlines worldwide for contributing to the latest recovery of 11 missing children.

Grand Rapids Mayor George Heartwell states, “Grand Rapids is the perfect destination for the Fireball Run and its cause. The strong family values of our community strongly complement the goal of the event; providing aid to the recovery of missing children. We also have the extraordinary capability of hosting an event of this magnitude. We look forward to waiving the checkered flag and declaring all participants as winners when they arrive in Grand Rapids.”

“Participants of the 2008 Fireball Run will experience an enthusiastic, hospitable greeting from our sports-minded community at the finish line of their long journey. The teams and their families will have ample opportunities to enjoy all the resources that our ‘Michigan’s West Coast Region’ has to offer” stated Mike Guswiler, Executive Director of the West Michigan Sports Commission.

For more information on the 2008 Fireball Run Transcontinental Rally, please visit www.fireballrun.com. For more information on the Child Rescue Network, please visit www.ChildRescueNetwork.org.

The West Michigan Sports Commission’s main goal is to promote Michigan’s West Coast as the premier venue for hosting a diverse level of youth and amateur sporting events, enhancing the economy and quality of life in the region.

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