

Media Contact: Diana Baylor, Baylor PR, Inc.
Phone: 323-919-9319
Email: dbaylor@baylorpr.com



FOR IMMEDIATE RELEASE:

MUSCLE CAR 1000 RALLY RACES INTO PALM SPRINGS FOR A GOOD CAUSE

"The 5th Annual A-List Adventure Benefiting HeRO Makes Stop at La Quinta Resort & Club"

PALM SPRINGS, CA (September 23, 2009) – On October 5th, the ultimate vacation on wheels will make a pit stop in fabulous Palm Springs. Now in its fifth season, Muscle Car 1000 is an amazing road rally where teams sign up for an all-inclusive, six-day luxury excursion through the most unforgettable A-list destinations in town. Fifteen teams will drive 1000 miles through an exciting Southern California course beginning in San Diego and ending in Santa Barbara. From drag racing and beautiful views, to behind-the-curtain tours, these muscle car enthusiasts are also making a difference! If you're lucky, you can catch a glimpse of these beautiful automobiles from the '60s and '70s era on display at the **La Quinta Resort & Club (49-499 Eisenhower Drive) on October 5th from 5-7p.m. The special collection is free and open for the public to enjoy.** The Concours d'Elegance will feature live music, photos and festivities in support of the Hunger Relief Organization (HeRO), which establishes feeding centers for children in Honduras and around the world.

"This year we have teams representing Texas, Arizona, New York and even Canada," said Chris Hoskins, Founder of Muscle Car 1000. "The rally itself is a unique experience and the cars are fast, furious and high profile—some are valued at 100K." Palm Springs boasts with glamour and prestige which makes the setting a perfect backdrop to showcase the exquisite car collection that includes: a '69 Chevy Camaro, '70 Plymouth Barracuda, '69 Plymouth Hemi Cuda, '64 Cobra, '70 Buick, '50 Corvette, '69 Chevelle and many more. In order to qualify for Muscle Car 1000, participants must own 1964-1973 American Muscle Cars, 1955-1973 Corvettes, and 1962-1967 Cobras. Muscle Car 1000 teams will also be treated to gourmet meals, private car collection tours and five-star resorts, plus their vehicles will become glamorous centerpieces on public display at several Concours d'Elegance's planned along the route.

All proceeds from Muscle Car 1000 will benefit The Hunger Relief Organization (HeRO), a nonprofit that works in developing countries to fight childhood hunger. Seven feeding centers have been established in Honduras and more than \$180,000 has been raised since the road rally began in 2005. For more information visit www.herocharity.org.

Muscle Car 1000 will be available "live" via Facebook and Twitter for online spectators to follow the route with up-to-the-minute status updates. Stops will include, San Diego, Palm Springs, Santa Monica and Santa Barbara. For more information and complete route details, please visit www.musclecar1000.com.