



For Immediate Release
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Cannonball World Events Makes History On The Streets Of America

Cannonball World Events have staged a world's first in the United States with the triumphant conclusion of the largest ever stateside coast-to-coast road rally. The inaugural Great American Run book ended a six day, 3000 mile drive through some of America's most notable cities with a unique two-point start and a \$100,000 dollar finale.

Almost two hundred primed performance cars hightailed it out of Central Park, New York and the Seminole Hard Rock Hotel and Casino, Florida in tandem on 29th July. Travelling two very different routes along America's eastern seaboard, the train of elite vehicles made a stylish addition to the flamboyant city of Las Vegas before going all out at a high-speed track day at Willow Springs raceway. A more sedate final leg saw the road-weary competitors head en-masse to Los Angeles for a final night party and the prize-giving ceremony.

Beating off competition from a bevy of international entrants and hundreds of domestic drivers with varying levels of professional driving experience, car number 13, successfully piloted by Steve Games and Don Conley (San Diego) was deemed the overall winner and the first ever recipient of the Great American Run title with an average speed of 60.991 mph. The pair were presented with an exclusive 600 BHP Saleen 'Bad Boy' Ultimate Mustang custom designed by Cannonball World Events CEO Tim 'Maverick' Porter.

"Steve and Don are worthy winners of the first ever Great American Run," said event organiser, Tim 'Maverick' Porter. "Not only did they walk away with the exclusive Great American Run Saleen Bad Boy Mustang but they have earned the right to defend their title in next year's \$1 million event."

Games and Conley pipped runner up Des Sellmeijer and Hece Kestila's GTSpirit.com Corvette by just 0.06 of a second. Rounding out the podium was the BMW trio of Dana Bonik, John Betchell and Chris Cruise. Molly Saleen, daughter of car manufacturer Steve Saleen was granted the accolade of fastest driver in her un-missable candy coloured Molly-Pop Mustang.

Preparations are already underway for next year's event, a two start single route road rally with a prize fund set to rise to a cool \$1 million bounty if all competition births are filled. Before the July 20th start, a winter challenge will be held in February taking in Los Angeles – Lake Tahoe for a seven-day ski-themed adventure.

To be in the driving seat on the 2008 rally, visit www.thegreatamericanrun.com and reserve your entry for an unforgettable journey.

For sales information, to reserve your place for the 2008 event or for sponsorship details, contact the UK Office Tel: +44 1403 276191 or email: info@cannonballworld.com. Alternatively, call toll free in the USA: 800-619-8593

Editors Note:

The Great American Run is organised by Cannonball Run World Events Ltd. Please direct all press queries to Rebecca Appleton. Tel +44 208 123 5178 or email Rebecca@topposition.co.uk.

High resolution images, editorial comment, archived press information and interviews are available on request. These can also be downloaded online from www.thegreatamericanrun.com

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