



Race Across The West 2017 10 years. 925 miles.

Oceanside, CA  Durango, CO

RAW SOLO & TEAMS Depart Tuesday,
June 13, 2017

As you prepare for the big race, we are thrilled to provide you with ways to actively be involved, help us grow our following and participate in our events!

We are constantly working on ways to improve our methods of communication, reach participants around the world and actively engage the media in the many stories you all have to share!

In an effort to simplify the process, gather stories and help you to actively pitch the media in your own towns, we have written a sample press release and more about

RAW with background information you can use for any release. The following pages will answer all of your questions and bring the RAW family together from around the world.

Before you know it, we will be on the first day of our journey!

HISTORY

Race Across the West (RAW) is a shorter version of RAAM. RAW travels the first 925 miles of the RAAM route and is a RAAM qualifying event. RAW has a solo division as well as 2- and 4-Person relay team divisions. It follows the same format and runs concurrently with RAAM. RAW racers start the same day as the RAAM solo racers and 2017 will celebrate the 10th annual RAW.

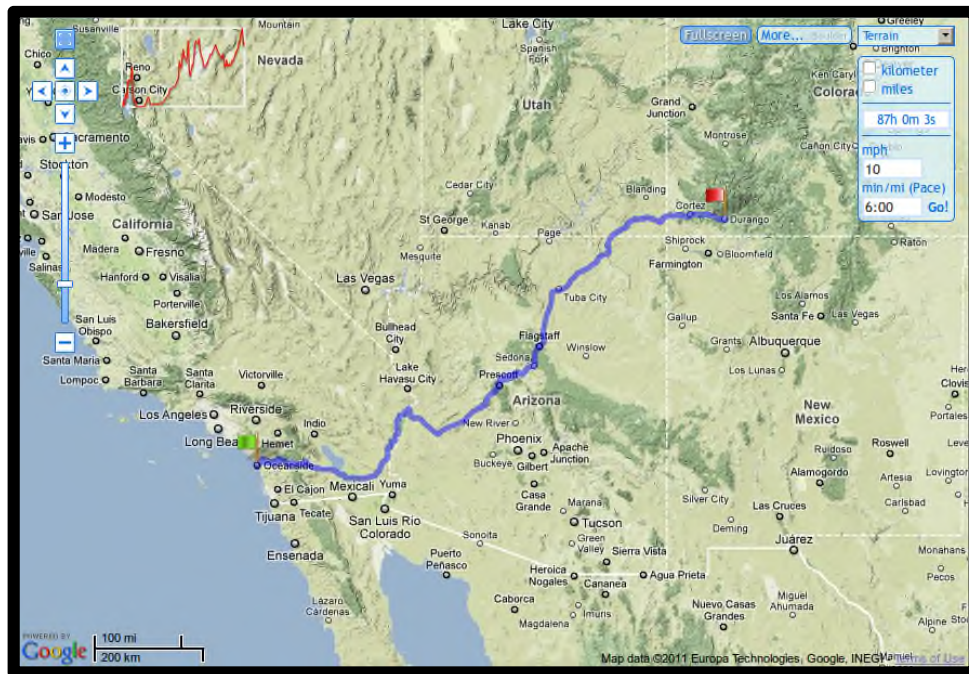
A little about RAAM

Race Across America (RAAM) is one of the most respected and longest running endurance sports events in the world. RAAM is seen as a pinnacle of athletic achievement in cycling circles and the greater sporting community. RAAM has a



FACT SHEET

- ⊕ Total distance covered by racers is more than 925 Miles.
- ⊕ Each year over 1000 racers participate in RAW.
- ⊕ Racers have come from 5 continents - North America, South America, Australia, Asia, and Europe. More than 25 countries have been represented.
- ⊕ In the last five years, RAW racers have raised well over \$1M for charities.





WE WANT TO CAPTURE YOUR STORY

We want to actively engage with our racers, teams, crews and the non-profits you support.

We know that you have great relationships with the media in your towns and cities around the world. Each year we receive more media content from you than ever!

So, we are asking, as you prepare for RAW, reach out to local media contacts and tell your story, share your training regimen, your crew, and all that goes into becoming an endurance athlete and share it with us.

We will post your stories on our website, through our social media channels and help you in any way we can. You may even end up in one of our featured videos!

If you have a story you would like help telling or you think is worthy of US media outlets, please email us anytime at

MEDIA@Raceacrossamerica.org

Follow us on Facebook and promote our page and send us all links to you social media and web pages for us to promote you!

Visit our website to download the [RAW logo](#) for your use. Please make sure it is used appropriately and kept updated.

Be sure to implement hashtags : #RAW2017 #RaceAcrossTheWest #(Racer/ Team Name), #RAAM2017 #RAAM





SPONSORSHIP OPPORTUNITIES

Majority of RAW athletes attract sponsors from all over the world to support their journey.

It takes a great deal of effort and energy and we want to offer your sponsors a way to broaden their reach through various sponsorship opportunities utilizing the RAW and RAAM website, newsletters, social media and on-site branding.

If this is of interest to you and your sponsors please email us at Media@raceacrossamerica.org.



RACER TIPS FOR RAW

Before RAW Starts:

1. Contact your local media and introduce yourself – share your story, incorporate background on RAW/RAAM as needed and write pre-race press release for additional coverage.
2. Please communicate to your crew chief and crew members one of their responsibilities is being available to take our calls during the race, participate in phone interviews we set up and call in updates.
3. Please send Media@raceacrossamerica.org the following by the end of JANUARY:
 - a. list of your media contacts
 - b. any website links that you or your charity use to promote your participation in RAW
 - c. anyone who is working on your PR efforts
 - d. crew contact information
4. Be available for interviews on a needed basis.

During RAW:

1. Be available for interviews (if on a team), or have your crew coordinate interviews. The more media exposure the better!
2. Schedule several update calls to RAAM headquarters.
3. Include us on your website or email updates (RAW logo available on website).

After RAW:

1. Send a press release about your race experience to your local media contacts and send a follow up phone/email to them to secure a story.
2. Send a list of any articles and/or TV coverage to media@raceacrossamerica.org. We love sharing!
3. Please send the total amount raised for your charity(s) to RAAM.



RACE CONTACTS

It is important before and during the race to know who the appropriate contacts are for each area of support.

Race Related Questions:

Fred Boethling 303-517-5419

Fred.Boethling@raceacrossamerica.org

WEBSITE LINKS

www.raceacrossthewest.org

www.raammedia.com