**SAMPLE PRESS RELEASE**



FOR IMMEDIATE RELEASE

**Contact: Your Name**

**Your Email**

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**Your Town Resident/Team Name Prepares for Bicycle Race of a Lifetime – Across the USA Your Name Will Race From Coast-to-Coast (or) Your Name Will Race to Raise Money for Charity 860 Miles from California to Colorado.**

**Your City, Your State and the Date** – Beginning June 15, 2021, **your name** of **your city, state** will embark on an extraordinary journey that will test (his/ her/ their) physical limits and mental toughness and commitment to a cause. As a competitor in [Race Across the West (RAW)](http://www.raceacrossthewest.org), **your last name/team** will endure 860 on their bicycle across the western United States, from Pacific Ocean to Rocky Mountains.

***(Enter a little bit about yourself here. How did you get into ultra-endurance cycling, your training regimen, how are you feeling, do you have any disability or personal challenge that makes this race extra-challenging or extra-meaningful?)***

“QUOTE ABOUT WHY YOU/YOUR TEAM ARE RACING”

Race Across the West (RAW) followss the first 930 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. For the last 8 years, RAW has taken athletes on the most challenging piece of the RAAM course. These modern day heroes brave the desert, plains and mountain weather, lead a crew and a mini-organization of support, and raise thousands of dollars for charities around the world. RAW racers start the same day as the RAAM solo racers and 2016 will celebrate the 9th annual RAW.

“This year, RAW celebrates 10 years of uniting cyclists from around the globe to take on one of the most challenging bicycle races in the world and join an adventure of team bonding, struggle and a strong sense of accomplishment,” says Rick Boethling, founder of RAW. “It’s man against the elements, the road, and ultimately, him or herself.”

To follow **your name’s** progress in this year’s Race Across the West , visit [RAW](http://www.raceacrossthewest.org) online.

**More About RAAM/RAW**

RAAM and SOUL EVENTS are world leaders in the sport of endurance bicycle racing. The team is responsible for the Race Across America (RAAM), the world’s premier ultra-endurance bicycle race, a 3000-mile coast-to-coast race across the USA, as well as the Race Across the West (RAW), an 860-mile race across the Western US, the RAAM Cycling Challenge Series, and the 6-12-24 Hour Endurance Time Trail World Championships. In addition, they offer seminars on endurance bicycle racing and sanction endurance races worldwide.

[www.raceacrossamerica.org](http://www.raceacrossamerica.org)

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