

FOR IMMEDIATE RELEASE

**UPTOWN ROXBORO TO HOST THE AWARD WINNING 2<sup>ND</sup> ANNUAL  
UPTOWN ROXBORO CLASH OF THE CARTS” ON APRIL 25**

Roxboro – February 17, 2009

The Roxboro Development Group today announced they would again be hosting the 2<sup>nd</sup> annual old-fashioned soapbox derby with a twist, called the *Clash of the Carts*. The inaugural event, held in 2008, garnered an award from the North Carolina Department of Commerce in the category of Best Downtown Special Event. This year’s event is scheduled for Saturday April 25, 2009 in uptown Roxboro.

The Award Winning 2<sup>nd</sup> Annual Uptown Roxboro Clash of the Carts is a competition sponsored by Roxboro Development Group. The purpose of the event is to promote a sense of community in Uptown Roxboro and to encourage people to visit the historic heart of our community. Participants will compete for prize money in the following amounts: \$500 for first place, \$250 for second place, and \$100 for third place.

The competition invites teams of amateur engineers, mechanics, performing artists, general goofballs, and others to create outrageous human powered soapbox carts to race against the clock in a two block downhill sprint to the finish line. We race in the streets in uptown Roxboro down Lamar Street from Gordon Street through Reams Avenue. Carts will line up for spectator viewing at 9:00 am in the Pit area located in the Merritt Commons parking lot near the Main Street Pavilion. The drivers meeting will start in the pavilion promptly at 10:00 am followed by the actual race.

Most importantly, our goal is to have fun and provide entertainment for all those who participate or come to watch the race. We also want everyone to spend lots of money with our uptown merchants and restaurants!

Beware: the race is not all about speed and professional soapbox carts will be seriously frowned upon (e.g. disqualified). We are looking for participants with the most outrageous, humorous, ostentatious, crazy, unorthodox, and down right foolish entries. A team with a great sense of humor and an ability to entertain the judges and the spectators will garner extra points.

The entry fee is \$25 per cart and the event is free for spectators. To enter a cart in the race, simply contact the RDG office at 336-599-0918 or download an application from [www.HistoricRoxboro.com](http://www.HistoricRoxboro.com) and bring it by the RDG office located

in the Piedmont Community College Business Development Center at 105 North Main Street.

Advertising banners will also be sold and line the entire 2-block racecourse. The price for displaying two 2x6 banners (you provide your own banners) along the racecourse is \$25 and can be arranged by calling the RDG office at 336-599-0918. This is a great opportunity to promote a business, a person, or a cause as we expect and hope for a good deal of media coverage from this very unique event.

Two grand sponsorships, whose names and logos will appear on the start and finish line banners are available for \$500 each.

### **About RDG**

The Roxboro Development Group is a nonprofit organization comprised of volunteers who are interested in improving the Roxboro and Person County community. The mission of RDG is to plan and implement the continued revitalization of Roxboro by encouraging community involvement and providing an organizational framework in which ideas will evolve into practical solutions for Roxboro's future by using the North Carolina Main Street four-point approach as a guide.

Contact: Steve Joyner, RDG Executive Director  
336-599-0918 (office)  
336-592-3568 (mobile)  
[Director@HistoricRoxboro.com](mailto:Director@HistoricRoxboro.com) (email)