



FOR IMMEDIATE RELEASE

Lake Placid's High Peaks Resort Host Hotel, Official Starting Point for Renowned 'Kyle Petty Charity Ride Across America'

LAKE PLACID (April 18, 2011) – [The 17th Anniversary Kyle Petty Charity Ride Across America](#) will officially kick off at the [High Peaks Resort](#) in Lake Placid, NY on Saturday, May 7, 2011. Renowned NASCAR driver and announcer Kyle Petty will lead a field of some 175 riders as they make their way down the East Coast to Amelia Island, FL, May 7-14. Since the charity ride began, more than 6,850 riders have logged 9.8 million cumulative motorcycle miles and donated more than \$14 million to charities that support chronically ill children.

The annual trek engages celebrities, ride sponsors, motorcycle enthusiasts, fans and spectators along the route in fundraising endeavors, and has become a much anticipated event. Petty combined his passion for helping others with his love of motorcycles to create the Charity Ride in 1995.

“As the host hotel for this event, we are proud to support the Kyle Petty Charity Ride Across America and are thrilled they have selected Lake Placid as the starting point for this year’s ride,” said John Dodson, General Manager of High Peaks Resort. “It will be an exciting event that the entire community can share in and we are pleased to be raising funds for this most worthwhile cause.”

Riders will rev up their engines to a thunderous sound departing from downtown Main Street and the front of High Peaks on Saturday morning, May 7th – and take to the road in an exciting two-by-two procession that the entire community can experience.

High Peaks Resort to Host Silent Auction on May 6

High Peaks will hold a silent auction to benefit the Kyle Petty charities on Friday, May 6th from 4 to 8 p.m. at the world famous Dancing Bears – Lake Placid’s Celebration Destination™. Admission is free and open to the public.

Numerous items – some valued at more than \$6,000 – will be auctioned off during the evening. According to Dodson, items have been graciously donated by many area businesses and organizations including ORDA (Olympic Regional Development Authority), Lake City Harley Davidson, Whiteface Club & Resort, Jones Outfitters, BagTime, US Bobsled and Skeleton Federation, Coors Light, and more. High Peaks Resort will present special guest Kyle Petty with a check from the proceeds of the auction for his charities at the end of the evening.

For silent auction information or to make a donation, contact Lori Fitzgerald, High Peaks Resort Director of Marketing & Brand Management, at 518-523-4411, ext 361 or lfitzgerald@highpeaksresort.com.

The Ride's primary beneficiary is [Victory Junction](#), the camp founded by Kyle and his wife, Pattie, to honor their son Adam who was killed on the racetrack in 2000. Located on 84 acres in Randleman, N.C., Victory Junction enriches the lives of children with chronic or life-threatening illnesses. As a result of the Rides, more than 7,200 children have attended Victory Junction at no charge.

For information about the 2011 Kyle Petty Charity Ride Across America or to make a contribution, visit www.kylepettycharityride.com, or follow Petty and his riders on [facebook.com/kpcharityride](https://www.facebook.com/kpcharityride), twitter.com/kpcharityride or twitter.com/kylepetty.

About High Peaks Resort

High Peaks Resort, which overlooks Mirror Lake while anchoring Lake Placid's Main Street, offers an outstanding mountain getaway experience. Surrounded by the six-million-acre Adirondacks wilderness park with miles of trails for hiking and biking and lakes for fishing and more, the Resort's 133 beautiful accommodations offer direct waterfront access. Restaurants include Dancing Bears and PR's intimate lobby bar; two indoor and two outdoor swimming pools; state-of-the-art expanded fitness center; full-service Aveda Concept Spa & Salon, and complimentary waterfront activities. Guestrooms feature breathtaking views, patios or balconies; European style bathrooms with natural stone tiling and rainfall showerheads; high quality bedding and linens; refrigerators; flat screen televisions with cable and movies; complimentary wireless and wired Wi-Fi, and multi-function music systems with MP3 players.

For reservations, call 518-523-4411, toll-free 800-755-5598 or visit www.highpeaksresort.com.

####

Contact:

Leora Lanz
HVS Sales & Marketing Services
516-248-8828, x278
llanz@hvs.com

TM