



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

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Cincinnati Soap Box Derby Set for June 27 and 28 Mayor offers \$10,000 prize to winning neighborhood if 100 enter race

Cincinnati – Mayor Mark Mallory officially announced today that the 2009 Cincinnati Soap Box Derby will be June 27 and 28. The race will be on Central Avenue beginning at West 4th Street and ending near Paul Brown Stadium. As part of the derby, Mayor Mallory is sponsoring the third annual Mayor's Cup competition between Cincinnati's neighborhoods. The Mayor was joined at the press conference by Doug Newberry, the Director of the Cincinnati Soap Box Derby, and the winner of the 2008 Mayor's Cup, Tom Clifford of Pleasant Ridge.

"Every year, more and more communities are competing in the Mayor's Cup. Our goal for this year is to get over 100 racers, and if we do, the winning neighborhood will receive \$10,000," Mayor Mallory said. "The derby racing brings together Cincinnati neighborhoods for a great, family friendly competition that builds neighborhood pride."

The Cincinnati Soap Box Derby has two divisions: stock division for youth ages 8 to 13 and super-stock division for youth ages 10 to 17. The Mayor's Cincinnati Cup is a competition for children ages 8-13 from the City of Cincinnati. Mayor Mallory is encouraging Cincinnati's Community Councils to sponsor entries or to recruit local businesses, organizations, or individuals to sponsor neighborhood youth. Communities can have more than one entry. Competitors interested in representing their neighborhood should contact the Mayor's office to be put in contact with their Community Council.

Soap box kits cost \$675, which includes registration, entry fee, stock car kit, racing wheels, and shipping. This year in order to help neighborhoods enter the Mayor's Cup, the City of Cincinnati will offer a \$200 rebate to neighborhoods that purchase a car and register for the race.

There are workshops for participants on Sunday, April 19th and May 17th at the BMW Store, 6131 Stewart Road in Silverton. The registration deadline is June 13th. To be eligible for the Mayor's Cup Grand Prize, competitors must attend at least one of the pre-race workshops.

The prizes will go to the Community Councils that sponsor the winning entries. If 100 cars enter the Mayor's Cup, first place will receive \$10,000, second place \$2,500, and third place \$1,000. If fewer than 100 cars enter the race, the prizes will be cut in half. The prizes and rebates are funded by the Police Department Asset Forfeiture Fund.

Soap Box Derby racing began in Dayton, Ohio with the first "All American Race" in 1934. Cincinnati held a Soap Derby Race every year until 1978. In 2006, Doug Newberry organized the first Cincinnati Soap Box Derby Race in 28 years. The overall winner of the Cincinnati Soap Box Derby will go on the National Derby Race in Akron, Ohio.

For more information, contact Derby Race Director Doug Newberry at 513-885-1373 or visit www.cincsb.com.

Attached: Cincinnati Soap Box Derby registration forms.

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