

- MEDIA ADVISORY -



COCONUT GROVE KICKS OFF "GREAT GROVE BED RACE" LABOR DAY WEEKEND 2009, FEATURING HELIO CASTRONEVES AS GRAND MARSHALL

WHO: Hundreds will participate in a tongue-in-cheek race of homemade beds on wheels. Open to the public, thousands of spectators will converge on the streets of the Grove to support and cheer for their favorite team, in this humorous competition of speed and creativity.

WHAT: The wildly comedic "*Great Grove Bed Race*" is bringing bed racing back to South Florida after a six year snooze. A longtime rich community tradition, this year's race will be unlike races of its past, with 3-time Indy 500 Champion and winner of ABC's hit show "Dancing with the Stars", **Helio Castroneves**, as the event's official Grand Marshall

The race involves rolling beds down two village streets in Coconut Grove with the local South Florida community, individuals, businesses, organizations, and clubs sponsoring the beds. Teams consist of 5 members, four (4) races and one (1) rider, racing against the clock until the fastest eight (8) beds are determined. Those 8 finalists go head-to-head in a race for the top position. Prizes are awarded for theme, décor, and racing success.

The Grove Merchant Group, organizers of the Great Grove Bed Race, invite visitors and patrons to enjoy the tree-lined streets of Coconut Grove while branding the neighborhood as an attractive and viable village. A culture of interaction, innovation and creativity shift the community of Coconut Grove into a collaboration of community leaders.

The race is organized as a fun community event where funds are raised for the University of Miami and this year's community based charity; the Alonzo Mourning Charities. For additional information, please visit www.thegreatgrovebedrace.com

WHEN: Sunday, September 6, 2009 from 1 PM to 5 PM

Schedule of Events:

- 1 – 2 PM *Pit Opens:* public viewing & prize judging by Helio Castroneves, Celebrity Judge
Waiter Obstacle Course Races (Commodore Plaza)
- 2 – 4 PM *Time Trials* (Grand Ave)
- 4 – 5 PM *Drag Race* – Quarters, Semis, and Finals (Grand Ave)
- 5 – 7 PM *Post Race Celebration*

WHERE: Commodore Plaza & Grand Ave.

Coconut Grove (Miami), FL

The 1/8th mile race on Grand Avenue will start by McDonald and end by Matilda

MEDIA CONTACT: Mischella Reed, AMG PRWorks: Mischella@amgwagency.com, 305-856-8004 x. 306

