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City of Sanford to Participate in 2015 Fireball Run

- Seminole County joins in national effort to recover missing children-

SANFORD, Fla. (April 15, 2015) – The City of Sanford is proud to announce its participation in the ninth-annual national FIREBALL RUN: Space Race benefiting the Child Rescue Network. The event, which takes place in Seminole County Oct. 2 – 3, hosts team members, family members and spectators.

“We are humbled to have been selected as a featured destination at this year’s FIREBALL RUN. From an economic development standpoint, this event poses a great opportunity to showcase our destination to a national audience that may not have been to or heard of Seminole County.” said Danny Trosset, executive director of Seminole County CVB. “Our hope is to promote the adventure of Seminole County and bring participants and spectators back to enjoy the natural oasis of our community. Local businesses will have an opportunity to participate by sponsoring parts of the local welcome and receptions.”

Sanford will serve as the seventh stop in the Space Race live action series, which involves seven other cities. Established in 2007, FIREBALL RUN is an eight-day, 2,000 mile, life-size trivia game where America serves as the game board. Forty teams of celebrities, CEOs and elected officials will compete against four renowned astronauts for bragging rights and to bring awareness to America’s missing children.

“FIREBALL RUN has chosen a great City to participate as a destination in the 2015 Space Race,” said Sanford Mayor, Jeff Triplett. “Sanford’s got it all, friendly people, enthusiastic residents and business owners, incredible historic architecture, magnificent lake front views and much more. The economic impact of bringing a nationally known event to our city will be enormous. We are looking forward to October 2nd as we plan to give a warm Sanford welcome to all the participants, visitors and residents.”

Each team will represent a missing child from their hometown or region to promote throughout the race. Teams will strive to distribute 1,000 missing child posters nationwide to aid in the recovery of that missing child. The effort has annually distributed over 75,000 posters and aided in the recovery of 43 children.

Sanford Chamber executive director Frank Hale said, “FIREBALL RUN partners with Seminole County’s Child Rescue Network, an organization dedicated to protecting and finding missing children. With that natural local connection we will also work to bring visibility and resources to their efforts.” Hale indicated that Mayor Triplett had selected Child Rescue Network as the local charity to benefit with the visit. Each FIREBALL RUN team will generate funds and other support for the locally selected charity and the local community will be asked to participate.

Forty teams, comprised of a driver and navigator, from FIREBALL RUN: Space Race will spend two days in Seminole County touring the destination and interacting with local venues to

complete specially designed challenges. After the final challenge, teams will cross the finish line in downtown Sanford where a community reception and welcome will take place. Community residents are asked to join the fun as we show the world the hospitality of Sanford and Seminole County.

The Space Race will kick off on Sept. 25 in Hartford, CT and conclude on Oct. 4. Other destinations include Queen Anne's County, Md., Williamsburg, Va., Topsail Island, N.C., Florence, S.C., Liberty County, Ga. and Florida's Space Coast.

About FIREBALL RUN:

The FIREBALL RUN Adventu-rally Series is an action packed, 2200+ mile, epic, road adventure across the United States. The Fireball Run Adventu-rally gets \$29 million in media exposure for the Race to Recover America's Missing Children – the country's largest and longest "active recovery effort" for missing and abducted children. To learn more about the FIREBALL RUN, visit: <http://www.fireballrun.com/>.

About Seminole County:

Just a short drive from all the major attractions of Central Florida and within a 15-minute drive from Orlando, Seminole County offers great accommodations, fine dining, upscale shopping, superb golf courses and state-of-the-art sports facilities and training complexes – nestled among charming historical villages. Surrounded by the beauty of natural Florida, Seminole County also offers the classic Florida experience of peaceful rivers, fishing, boating, hiking and more. For destination information call 1-800-800-7832 or 407-665-2900 or visit www.VisitSeminole.com.

About Sanford:

Sanford, one of Central Florida's oldest historic cities, is home to brick lined streets, towering oaks, elegant store-fronts and large, nineteenth-century Victorian homes. Historic downtown showcases antique shops, restaurants and art galleries. Picturesque First Street, the center of downtown Sanford, is a vibrant, enticing destination. Events, such as the Saturday morning Farmers Market, theatrical productions at the Wayne Densch Performing Arts Center and the monthly Alive After 5 street party attract visitors from all over Central Florida. There's plenty of ways to get to Sanford, FL, the Amtrak AutoTrain, Orlando Sanford International Airport, and by SunRail (commuter rail). We are conveniently located near two interstate highways, I-4 and SR417. You can even boat or sail to Sanford. Dock at the city's free marina day slips, walk into downtown and enjoy! Stop and visit sometime, you may never want to leave. For more information visit www.sanfordfl.gov

About Child Rescue Network:

Child Rescue Network is a 501(c)3 nonprofit missing and victimized children's organization. We have 3 main areas of focus: To raise awareness of the issues our children face regarding abduction and sexual victimization; to educate families on the best methods to teach children how to recognize and react to potentially dangerous situations; and to actively help in the search efforts to bring abducted children home! For more information visit www.childrescuenetwork.org.

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