

2010 March for Babies



The truck looked sharp for all the guests & participants



Rocky Mountain Motorsports didn't let the cold and wet weather let us down!

RMM supports March of Dimes in 2010!

We are proud to help support the March of Dimes "March for Babies" in Denver for the 2010 campaign.

Rocky Mountain Motorsports wanted to help this worthy cause by adding a high octane boost to the already high level of excitement for the event. We helped entertain the 5000 participants by signing autographs and helping get kids in the race truck so the kids could see exactly what the driver sees inside the truck!

Cris, our driver, was not only there to sign autographs and show off the truck, but was also honored to start off the March

for Babies 2010! That's right! Our #74 Pro Truck piloted by Cris Muhler led the walk out of Civic Center Park, onto 15th street where we held the pace for



all the walkers all the way to Confluence Park in LoDo. The truck caught a lot of eyes as we headed down the closed circuit through the center of Denver.

As the walkers headed into Confluence Park, we were

there to cheer on the participants and make sure they stopped by our tent for donuts and autographs after they returned to Civic Center Park.

We quickly doubled back around and put the truck back into position in front of the capitol building at the finish line for the walk. As the walkers returned we had many opportunities to share our story of RMM and support our event sponsor, Hot Water Now! with great information and opportunities to check out the truck.

We are proud to announce that March of Dimes raised over 1 million dollars for Colorado, which is the most they've ever raised in Colorado!

Hot Water Now! Benefits from event

Keith Bohall, Owner of Hot Water Now, quickly realized the opportunity to promote his company while supporting a great cause like March of Dimes!

Keith realized that this opportunity could have never been a

reality without the relationship and value that Rocky Mountain Motorsports brings to the table.

Keith interacted with thousands of consumers and has seen incremental sales through the offer he promoted at the walk.

