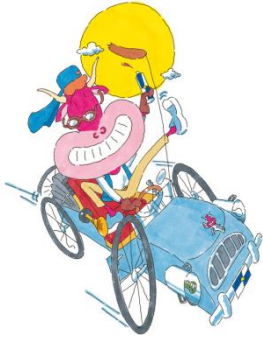


PRESS RELEASE



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GET YOUR IMAGINARY MOTORS RUNNING: RED BULL SOAPBOX RACE SPEEDS INTO DALLAS SEPTEMBER 15TH

--Speed Demons Ready to Screech Through The Colony's Austin Ranch--

DALLAS – August 22, 2012 – Ladies and gentlemen, start your human-powered engines. Red Bull Soapbox Race, featuring some of the wildest legal street racing around, speeds into Dallas on Saturday, September 15, 2012 at The Colony's Austin Ranch. Forty-four teams manning their soapbox creations will careen through a treacherous downhill course featuring jumps, bumps, curves and swerves. The course opens to the public at 11am; racing commences at 1pm and the winner is crowned at 5pm.

Gear-heads, adrenaline junkies and the just plain crazy, have been planning, plotting, building and testing their creations for months. Hundreds submitted their ideas, and the 44 most unique and creative crafts were chosen. Crafts range from skateboards and running shoes to a giant piece of cheese with LIVE mice inside!

Teams will need more than just courage to claim victory on these city streets as they will be judged on three criteria: speed, creativity and showmanship. A surprise panel of judges comprised of some of Dallas's most notable personalities and local celebrities will have the unenviable job of selecting the teams. A People's Choice Award will also be given to the crowd's favorite team.

While in the end, the winning team won't be standing atop a podium with a gold medal around their necks, saluting the American flag while tearfully mouthing the words to the National Anthem, there will be some incredible prizes. First place receives a once-in-a-lifetime opportunity to experience the Formula 1 race from Red Bull's hospitality suite. Second place receives a day of professional, high-performance driving instructions on a closed professional course for all team members. Third place receives a day at their local go-kart track for all team members and a guest. The People's Choice winner receives a private showing of the Red Bull Soapbox Race video at a homework Red Bull account for the team and 20 of their friends.

The Dallas event will be the 13th U.S. Red Bull Soapbox Race to ever take place, with the first stateside race held in St. Louis in 2006. The global event dates back to 2000, when it first took place in Belgium, and has since visited almost 30 countries.

For more information visit www.redbullsoapboxusa.com. A selection of high-resolution event photos from around the world can be downloaded at www.redbullcontentpool.com.

Check out the high-speed action from Atlanta earlier this year [here](#).

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