

Getting Involved



DRIVING WITH PURPOSE

As Wisconsin's Coast-to-Coast Charity Road Rally gets set to launch a 6th year, Cheese Wheel, Inc. buckles up for the long haul in support of the ALS Association - Wisconsin Chapter.

Cheese Wheel, Inc. is a non-profit organization started in 2005 by Aaron Guell and Eric Bybee, two college friends from UW-Platteville. Being life-long car enthusiasts, Aaron and Eric decided to turn their passion into a fund raising event. The money raised through this event would be donated 50/50 between two local charities of their choosing. Aaron chose Children's Hospital of Wisconsin, as his younger brother spent time there shortly after birth, and Eric chose ALS Association – Wisconsin Chapter, in memory of his cousin, Fred Pioso, who had passed away from ALS.

And so the journey started. Later in 2006, "Cheese Wheel, Incorporated" was created and became a state recognized business. They also signed up and were granted 501(c)(3) status from the IRS. This would allow them to operate as a tax exempt nonprofit organization. Their main event, the Cheese Wheel 450, is a one day 450 mile cross-Wisconsin road rally. The event starts on the coast of Lake Michigan and ends on the shores of Lake Superior. Money is raised through event registration, t-shirt sales, raffle tickets, participant pledges, and personal donations. This event has pulled in participants from all over the state. You don't need a fancy car in order to show your support for the CW450 and the

ALS Association – Wisconsin Chapter. The only requirement is a passion to drive!

In addition to the once a year road rally, Cheese Wheel, Inc. also hosts a charity banquet in Juneau, WI every February. They also have participated in several ALSA charity walks. This included a display car and booth at the 2009 Milwaukee Walk to Defeat ALS. Over the past 5 years, they have raised over \$6000 in support of ALS Association in Wisconsin.

This year's Cheese Wheel 450 Road Rally will take place on August 7th, starting in Manitowoc, WI and ending in Ashland, WI. A reception, awards ceremony, and raffle prizes wrap up the night's event at the beautiful Hotel Chequamegon. Whether you are a new school driver or old school, this is Wisconsin's premier endurance charity drive. Don't miss it!!

For more information please visit www.cheesewheel450.com. There you will find more info on who Cheese Wheel, Inc. is, where the CW450 is happening, how you can support them, and what can be done to get involved.

