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FOR IMMEDIATE RELEASE

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“Doing it again, in 2010 - Cheese Wheel 450 set to celebrate year SIX”

The nonprofit organization Cheese Wheel, Inc. will be holding its largest charity fund-raising event to date on Saturday, August 7th of 2010.

Appropriately titled the Cheese Wheel 450, Cheese Wheel, Inc. holds an annual automobile driving event in the form of a touring/road rally that covers 450 miles of winding Wisconsin highways. Starting in Manitowoc along the waters of Lake Michigan, and ending in Ashland on Lake Superior with scheduled stops along the way.

Cheese Wheel, Inc. was a concept developed in southeastern Wisconsin that became 501(c)(3) incorporated in 2006 with the solitary purpose of raising funds to support two local charities, The Wisconsin chapter of Amyotrophic Lateral Sclerosis Association (ALS is also known as Lou Gehrig's Disease) and Children's Hospital of Wisconsin.

With the first five events being a huge success, Cheese Wheel, Inc. plans to make this year a landmark achievement as they enter their 6th year. This annual event has provided over \$12,500 in support as Wisconsin's coast-to-coast charity road rally.

Plans for 2010 are well underway so be sure to check out their website for more details (www.cheesewheel450.com). If you are interested in participating, sponsoring, or getting involved in any way please contact them at your earliest convenience.

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*Mission Statement:
We are committed to
organizing one of a kind, high
quality, automotive experiences
with the sole purpose of raising
money for those in need.*

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