

PRESS RELEASE



Gate Drops for MX for Children 2013 Fundraising Opportunities

Top Race Teams Participate in Jackpot Challenge North American Fundraiser

Seattle, WA. (January 29, 2013) –

After a successful 2012 fundraising season for MX for Children, in conjunction with Monster Energy Supercross, we are pleased to announce that we will again return to five Supercross race cities — St. Louis, Toronto, Houston, Seattle and Salt Lake City — hosting our Inside Line Experience events while culminating our fundraising with the 2013 Jackpot Challenge award in Las Vegas where our highest individual fundraiser and top SX team will be recognized.

“We had such strong support from so many teams in 2012 that we wanted to find a way to recognize their participation,” said Paul Gross, founder of MX for Children. “The Jackpot Challenge extends our fundraising support past our five cities to include any fan at any stop on the Supercross circuit.”

The Jackpot Challenge allows Supercross fans in the United States and Canada to donate to MX for Children in honor of participating Supercross teams. Teams participating out of the gate include Honda Muscle Milk, KTM Butler Brothers, Monster Energy Kawasaki, Monster Energy Pro Circuit Kawasaki, Rockstar Energy Racing, and Two Two Motorsports. Now the Jackpot Challenge has a fundraising winner at the individual level and recognition for the top Supercross team. Jackpot Challenge team fundraising results will be posted each Sunday on the MX for Children website.

MX for Children’s Inside Line Experience is a Supercross series exclusive with a unique multi-day behind the scenes look at Supercross. Qualified participants start with a “Meet and Greet” with top Supercross racers in a private, informal atmosphere for autographs, pictures and an open Q&A. On race day, participants tour factory rigs, walk the Supercross track, pit passes (if available) and enjoy the race with great seats! Our Jackpot Challenge is a season ending grand prize for our highest fundraiser during the Supercross series. The Jackpot Challenge winner receives two VIP passes to the finale of Supercross in Las Vegas including airfare, hotel and meals.

Supercross fans and families interested in the Inside Line Experience and Jackpot Challenge should visit www.mxforchildren.org and click on the ‘Inside Line’ icon to learn more details on our 2013 activities and charitable opportunities in the United States and Canada. Supercross teams and racers interested in participating in the Jackpot Challenge for teams should send email to paul@mxforchildren.org for information on how to participate.

About MX for Children

MX for Children has raised more than \$600,000 for children’s hospitals in North American since it was founded in 2006. In 2011 MX for Children was honored by Feld Motorsports with their annual Humanitarian Award. Fundraisers are motivated to help children by advancing research for hydrocephalus -- the #1 cause of brain surgery for kids. MX for Children supported hospitals, recognized as some of the world’s foremost pediatric health-care institutions, are dedicated to advancing children’s health through the integration of patient care, research, and education in several cities on the Supercross circuit. For more information, visit www.mxforchildren.org or contact MX for Children at info@mxforchildren.org

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