

## **Adventurers from Across America Hit the Road for a Great Cause**

*The E.L.K. (Everyone Loves Kids) Charity Challenge is a once in a lifetime adventure and an exciting way for participants to give back to our nation's greatest asset, our children. Beginning on May 20th, over 40 participating teams assemble in the Motor City for the start of the 2016 challenge.*

Rochester Hills, Michigan ([PRWEB](#)) May 17, 2016 -- The Everyone Loves Kids (E.L.K) Charity Challenge is an interactive adventure; pitting philanthropic vehicle enthusiasts against one another in a seven-day journey to give back to America's future... it's children. This is described as an automotive adventure rally unlike any other and it continues to grow each year. The ELK Charity Challenge is a 501 (c)(3) event that raises money for national children's charities, such as Shriners Children's Hospital, Texas Equusearch, and St. Jude's Children's Research Hospital.

Similar to television's *Amazing Race*<sup>™</sup>, the ELK event challenges teams to rely on brainpower more than horsepower, using clues and solving puzzles to reach each day's destination. Of course, there are also performance driving events on closed course race tracks, allowing teams to put the pedal to the metal. Challenges throughout the week are designed to be incredibly diverse. One day, teams may be holding Einstein's original Theory of relativity, while the next day they could be flying down steep mountain slope on a zip-line. Each day participants awake to several challenges needing to be completed, each worth a set amount of points. At the end of the day, the group of teams with the most accumulated points wins a \$10,000 check for the children's charity they are representing.

This type of experience has become more than just a little popular. A recently released study shows that adventure travel has been growing 65% year over year since 2009. "Many of the teams are made up of industry executives, sports and music celebrities, and just great people looking for their next adventure." explained Event Director, Mathew Morak. "This week will be packed full of motorsports, unusual experiences, beautiful destinations, and camaraderie, all for a great cause."

Teams will gather in Auburn Hills, Michigan on Friday May, 20th at Prefix Corporation for a pre-event warm-up. Then, they will depart the following day on the week long adventure that concludes in Lake Placid, New York on the 27th. You can follow the teams as they reach each destination on the ELK CHARITY CHALLENGE Facebook page. For additional photos, and/or information on the ELK Charity Challenge, contact: Mathew Morak at (713) 252-3122



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**Online Web 2.0 Version**

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