



## **Raycom-Legacy Content Company and Hot Wheels® Launch Hot Wheels™ Monster Trucks Live**

*New Monster Truck Tour Will Travel to More Than 20 Cities in its Inaugural Year*

CHARLOTTE, N.C. ([PRWEB](#)) November 12, 2018 -- Raycom-Legacy Content Company is partnering with Hot Wheels® to launch Hot Wheels™ Monster Trucks Live, a new nationwide tour that will create an immersive experience for Monster Truck fans. This new live entertainment tour will visit arenas and stadiums throughout the U.S. beginning in January 2019.

Hot Wheels Monster Trucks Live will bring everyone's favorite Hot Wheels Monster Trucks to life, combining Hot Wheels' iconic jumps and stunts with epic crashing and smashing to deliver an exhilarating family entertainment experience for kids of all ages. In addition to the Trucks, each show will feature specialty acts like the superstars of freestyle motocross, world record attempts, and Megasaurus – the massive, car-eating, fire-breathing prehistoric robot who loves chomping on anything with four wheels – as it makes its Hot Wheels Monster Trucks Live debut.

Offering unrivaled entertainment value for Monster Truck fans, each event will feature affordable ticket prices, the Crash Zone Pre-Show Party with Monster Truck photo opportunities, driver meet-and-greets, VIP autograph sessions, and other special prizes and promotions.

The first stop of the tour will be January 5-6th at the brand new Bert Ogden Arena in Edinburg, Texas, and the tour will travel to more than 20 cities in its inaugural year. Scheduled stops include Cleveland, Memphis, Louisville and Norfolk, VA, among others. Visit [www.HotWheelsMonsterTrucksLive.com](http://www.HotWheelsMonsterTrucksLive.com) for additional tour dates and venues.

Conceived in 1968 by an innovator, a rocket scientist and a car designer, Hot Wheels 1:64 scale die-cast cars were designed to look awesome and perform. Five decades later, Hot Wheels is the number one selling toy in the world\* with more than 16.5 cars sold every second. The brand has evolved from a simple, yet beloved, toy car with orange track system into a global franchise powerhouse that offers fans of all ages multi-channel play experiences.

“Mattel is always exploring new and innovative ways for fans of all ages to play and engage with our portfolio of iconic brands,” said Julie Freeland, Senior Director of Mattel Global Live Events & Attractions. “With the Hot Wheels Monster Trucks Live experience we’ll not only bring our fans into the real-life action in the arena, but also bring the Hot Wheels brand into an exciting new category.”

Raycom-Legacy Content Company is a world-class event operation, promotion, television production, licensing, media and public relations firm. The company is a partnership between Raycom Sports – a leader in sports marketing, event management and production – and Legacy Motorsports Events – led by executives with unrivaled experience operating large-scale entertainment tours.

“Hot Wheels Monster Trucks Live will provide unmatched entertainment value for Monster Truck fans, especially kids and their families” said Ken Hudgens, President & CEO of Raycom-Legacy Content Company. “This tour will encompass what everyone loves about Monster Trucks, and elevate it to the next level by immersing our fans in an authentic Hot Wheels experience.”



Visit [www.HotWheelsMonsterTrucksLive.com](http://www.HotWheelsMonsterTrucksLive.com) for more information.

#### About Raycom-Legacy Content Company

Raycom-Legacy Content Company is a large-scale event operation, promotion, television production, licensing, media and public relations firm. The company owns and operates Hot Wheels Monster Trucks Live, a nationwide Monster Truck tour visiting more than 20 markets in 2019, its inaugural year. Raycom Legacy Content Company is a partnership between Raycom Sports – a leading independent sports marketing, event management and production firm – and Legacy Motorsports Events – which was co-founded by entertainment and motorsports executives Ken Hudgens, Tim Murray, Eric Cole and Bob Boggess. The company is based in Charlotte, N.C.

\*Hot Wheels Basic Cars Assortment is the number one selling toy in the world based on units sold according to NPD

#### About Mattel, Inc.

Mattel (NASDAQ: MAT) is a leading global children's entertainment company that specializes in design and production of quality toys and consumer products. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic franchises, including Barbie®, Hot Wheels®, American Girl®, Fisher-Price® and Thomas & Friends®, as well as other popular brands that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 40 locations and sell products in more than 150 countries in collaboration with the world's leading retail and technology companies. Since its founding in 1945, Mattel is proud to be a trusted partner in exploring the wonder of childhood and empowering kids to reach their full potential. Visit us online at [www.mattel.com](http://www.mattel.com).



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