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SUN VALLEY  
*Tour de Force*

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**Contact:**

Whitney Slade

415.595.5662

[whitney@sunvalleytourdeforce.com](mailto:whitney@sunvalleytourdeforce.com)

**Sun Valley Tour de Force Selects Hunger Coalition as Beneficiary**

Bellevue-based food programs will receive proceeds for two years from the three-day event

**SUN VALLEY, ID**—Sun Valley Tour de Force received applications from local nonprofits of all sizes each of them vying for the coveted partnership which includes two years of donations, marketing support, public relations, and an introduction to new donors from outside the valley. After reviewing close to 20 applications and several site visits, The Hunger Coalition has been named the next event beneficiary.

“We were thrilled to see so many organizations apply for the partnership. There are many deserving organizations in the valley and it was a true pleasure to learn more about those missions and the wonderful people working tirelessly every day to advance their impact” said, Maya Blix, co-producer Sun Valley Tour de Force.

[The Hunger Coalition](#) (THC) currently serves over 18% of the county –just under 4,000 people, half of whom are children- and manages over ten food-related programs including a food pantry, community farm and garden, and children’s food programs. While the organization is currently serving 1 in 6 local people, studies show that 1 in 3 are considered food insecure or one crisis away. In order to close this gap and double the number of people it serves, THC is transitioning to a new property that will triple its size and provide more stigma-free opportunities for locals to access food. The dream is of an updated facility and expanded farm, community kitchen, heated greenhouses, and a discounted grocery market. With plans to break ground on this dream in May of 2020, this partnership comes at an essential time for the organization.

“We are at a pivotal phase in our organization. With the demand for stigma-free programs like Volunteer for Veggies and Bloom Truck on the rise, we are determined to provide more opportunities for our neighbors to access food in dignified ways and be a part of a multi-dimensional solution to food insecurity. This incredible opportunity with SVTdF will help propel us forward to meet this ambitious goal, and we’re excited to welcome SVTdF guests into our Good Food Community,” said Jeanne Liston, Executive Director of The Hunger Coalition.

“We are proud to help promote The Hunger Coalition and we know that our drivers and guests will feel confident giving to such a worthy cause,” said Whitney Werth Slade, Sun Valley Tour de Force co-producer and Intrepid Events, Inc. President.

Partnering with Sun Valley Tour de Force comes with countless benefits. THC will gain exposure to a new audience of donors, build stronger community awareness and association with a professionally produced, reputable event. The benefits of this partnership will long outlive the event itself. When harnessed properly this opportunity offers recipients the possibility to create lifelong donors and take an organization and the people it serves to new heights.

In October 2019, Sun Valley Tour de Force presented its first beneficiary, Idaho BaseCamp, with a donation worth over \$100,000, which included a check for \$65,000 and a 2018 Ford Sprinter van. In 2018, its first year, Sun Valley Tour de Force donated \$16,000 to Idaho BaseCamp.

Sun Valley Tour de Force, July 23-25, 2020, will include three days of events for drivers, sponsors and guests. Events feature high speed runs at Phantom Hill, the Huckleberry Drive from Ketchum to Smiley Creek Lodge, hosted sponsor events, the downtown car show packed with rare collectibles, supercars and adoring fans and the Saturday evening Cars & Comedy, the chief fundraising event of the weekend hosted at Limelight Hotel. Previously, donors have bid on a 2020 Indy 500 TAG Heuer VIP Experience, behind-the-scenes tour at McLaren headquarters in the UK, BMW driving school in Palm Desert, exclusive access at the Portland Grand Prix, and one-of-a-kind watches.

To learn more and for all event updates sign up for [Sun Valley Tour de Force newsletter](#) and find more information at [www.sunvalleytourdeforce.com](http://www.sunvalleytourdeforce.com) or email [info@sunvalleytourdeforce.com](mailto:info@sunvalleytourdeforce.com) to get involved as an event partner, sponsor or volunteer. Also, follow Sun Valley Tour de Force on [Facebook](#), [Instagram](#) and [YouTube](#).

[Sun Valley Tour de Force](#), produced by Intrepid Events, Inc., a 501c3, aims to create events that offer unique experiences for locals and visitors and gives back to causes making a difference in the community. Sun Valley Tour de Force is Intrepid Events’ signature event and has been supported by the generosity of the following sponsors and event partners: Sun Valley Auto Club, Peterson BMW, Simmons Fine Jewelry, TAG Heuer, Gunther Werks, Lamborghini San Francisco, O’Gara Coach Beverly Hills, Sterling Vineyards, Blue Ice, Singer Vehicle Designs, Explorer Consulting, SVPN, Alpine Lodging, Grizzly Peak Media, and Race Rescue Solutions.

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