



Contact:

Whitney Werth Slade

415.595.5662

whitney@sunvalleytourdeforce.com

McLaren Automotive Named Sun Valley Tour de Force Title Sponsor

McLaren returns to the 7th Annual SVTdF celebrating the McLaren Senna and Formula 1 World Champion Ayrton Senna

SUN VALLEY, ID - [Sun Valley Tour de Force](#) and title sponsor McLaren Automotive welcome car fans from near and far to celebrate the event's seventh year, July 18-20, 2024. Named the most "unique car event in the country," the fundraiser supports The Hunger Coalition and other local nonprofits contributing to a healthy, thriving community.

"We are looking forward to returning to Sun Valley as title sponsor for this special event which represents all that McLaren stands for: fun, family, community—and of course plenty of high performance action! Our partnership with Sun Valley Tour de Force is very special, and both our customers and attending media love it. But best of all: it's for a good cause," shares Roger Ormisher, Vice President, Communications and Public Relations, McLaren, the Americas.

At this year's event McLaren Automotive, creator of luxury high-performance supercars, will feature the McLaren Senna. The car is named after the Brazilian Formula 1 driver Ayrton Senna (1960–1994), paying tribute to his success with the McLaren Racing F1 team between 1988 and 1993. Senna won three F1 World Drivers' Championship titles and has thirty-five F1 Grand Prix race wins with the team. McLaren also won four consecutive F1 World Constructor's Championship titles with Senna as part of their driver line-up.

To celebrate the McLaren Senna, Sun Valley Tour de Force is humbled to welcome Bruno Senna, former F1 driver and nephew of the late Ayrton Senna, to Sun Valley this July. Bruno is the first driver to win a race in every class of the FIA World Endurance Championship, and was the 2017 WEC world champion in the LMP2 class.

The best place to see the McLaren supercars up close is at the SVTdF Car Show Friday, July 19, 2024 at Festival Meadow, located on Sun Valley Road. The SVTdF Car Show is between

5pm-8pm and is a free spectator event. All vehicles participating in Saturday's high-speed event, sponsor exhibits, and local collectibles will be on display. SVTdF custom t-shirts, hats, and memorabilia will be available for purchase.

Proceeds from all events will benefit The Hunger Coalition and other local nonprofits focused on providing mental health services, education and affordable housing in the Wood River Valley.

"We are tremendously grateful for the continued partnership with Sun Valley Tour de Force," said Krista Felton, Director of Philanthropy, The Hunger Coalition. Last year, SVTdF donated a staggering \$1,000,000 for The Hunger Coalition and its partners [Blaine County Education Foundation](#) and [The Space](#). SVTdF also gifted funds to [BCFiRST](#), a nonprofit organization that supports mental health services for local first responders and their immediate families.

Sun Valley Tour de Force is proud to introduce a new event this summer, Detour de Force, a Comedy Show starring Gabriel Rutledge, winner of the Seattle International Comedy Competition. The show is scheduled for July 18th in Ketchum. Tickets will be available for the public June 1, 2024 on www.sunvalleytourdeforce.com.

###

[McLaren Automotive](#) is a producer of ultra high-performance, lightweight supercars. Launched in 2010, the company is now the largest part of the McLaren Group. Headquartered at the McLaren Technology Centre (MTC) in Woking, Surrey, England, McLaren Automotive is driven by the challenge of creating the world's most exhilarating, engaging and benchmark setting vehicles. Leveraging the McLaren name's 60-year history of authentic, racing performance, it has delivered some of the most spectacular supercars ever made.

[Sun Valley Tour de Force](#) is produced by Intrepid Events, Inc., a 501(c)3 nonprofit organization. Intrepid Events, Inc. creates 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 Event Inc.'s signature event and is supported by the generosity of the following sponsors: McLaren Automotive, Sun Valley Auto Club, Singer Vehicle Design, Revology Cars, Simmons Fine Jewelry, Robertson Stephens, Aston Martin Bellevue, Hagerty, HUB International, Motion Garage, Adrenalin Industries, J. Bookwalter Winery, and Concannon & Charles.

For all SVTdF event updates sign up for [Sun Valley Tour de Force newsletter](#) and find more information at www.sunvalleytourdeforce.com or email info@sunvalleytourdeforce.com to learn how to become an event partner, sponsor or volunteer. Also, follow Sun Valley Tour de Force on [Facebook](#), [Instagram](#) and [YouTube](#).