



SUN VALLEY
Tour de Force

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Sun Valley Tour de Force Makes \$175,000 Donation to The Hunger Coalition

SUN VALLEY, ID –Against all odds, Sun Valley Tour de Force producers pulled off a sold-out three-day weekend with nine car-related events this past July. Like many summer events, the COVID pandemic made several attempts to crush the plans of event producers everywhere. Highly motivated by its commitment to its beneficiary, The Hunger Coalition, the Sun Valley Tour de Force team was determined to deliver on its promise to help fund the local non-profit, a critical resource servicing the Blaine County community.

“After a year and a half of unprecedented need, this gift couldn't come at a better time. This sizable donation will fuel our Healthy Food Pantry for four to five months, providing nearly 5,500 grocery carts full of nutritious food for our neighbors. We're grateful to SVTdF and their drivers and friends for the tremendous support of our community. We're already looking forward to next year!” said Krista Felton, Development Manager.

“This event is a labor of love for our small but mighty team. It's due to the help of our volunteers and community support that we can produce an event of this size and stature. We are forever grateful to our local businesses for their partnership with us. Without their help we simply wouldn't be able to make this donation. We consider this effort and success a win for the community,” shared Sun Valley Tour de Force Co-Founder, Whitney Slade.

In just its fourth year, Sun Valley Tour de Force grew substantially in new driver attendance, sponsor support, and total donations at Cars & Comedy, the Saturday night dinner, comedy show, and live auction. From high-speed runs at Phantom Hill to the Huckleberry Drive, every event was sold out. The \$175,000 donation is raised through driver's fees, sponsorships, and ticket sales.

A long-time friend and supporter of Sun Valley Tour de Force addressed the room of Cars & Comedy attendees and asked, “Over the last year, how many people in this room ever had to question where our next meal was coming from? So, please, paddle-up and give.” And that they did. Donors bid on items including driving schools with Porsche and BMW, a rare TAG Heuer time piece, a locally donated Scott e-bike, and two 2021 driver autographed “No Speed Limit” road signs with bidders spending \$7,000 each, to take home a piece of this history.

“This event is a wonderful example of how we strive to collaborate with key partners to further our mission and improve the health of our community. We are honored to accept this gift on behalf of all the people in our community whom we serve,” shared Paul Ahern, The Hunger Coalition Board Chair.

Founded in 2018, Sun Valley Tour de Force granted its first beneficiary, Idaho BaseCamp, \$16,000 which allowed 52 Bellevue and Mackay public school fifth-graders to attend overnight camp. Just one year later, the donation grew to \$65,000 and a Ford Sprinter van used to carpool campers to the new South Valley after-school program and continued funding of the fifth-grade Outdoor Adventure Camps. Sun Valley Tour de Force was cancelled in 2020, due to COVID, but several high-speed drivers donated their fees and SVTdF was still able to make a \$15,000 donation to The Hunger Coalition.

[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 is supported by the generosity of the following sponsors: Porsche Cars North America, Peterson BMW, Sun Valley Auto Club, Singer Vehicle Design, Restoration Rods, Simmons Fine Jewelry, TAG Heuer, Earl’s Authentics, Pagani Beverly Hills, Explorer Consulting, Hagerty, PayneWest, SVPN, Limelight Hotel, Alpine Lodging, Blue Ice Vodka, Stellar Media, and TypeE.

2022 driver registrations will open at the beginning of the new year. 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 or email 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](#).

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