

## ***Rides That Rock on 610 Sports KCSP Broadcasts Special Series on Treads & Threads Benefit at the Kansas Speedway***

**KANSAS CITY, Mo. (August 8, 2008)** - A special series on 610 Sports KCSP radio will spotlight Treads & Threads, an annual fundraiser for cancer care at The University of Kansas Hospital and one of the premier events in all of Kansas City..

Kansas City's fastest-growing and most-listened-to sports station, 610 KCSP, will highlight the philanthropic event, which is hosted at Kansas Speedway, one of the most scenic NASCAR tracks in the nation. The station has exclusive broadcasts rights to NASCAR.

Treads & Threads raises funds to support The University of Kansas Hospital and its mission to improve the lives of cancer patients and their families. This year's proceeds will benefit the Radiation Oncology department, as it makes facility improvements, adds staff and improves its technology.

"The Kansas Speedway has been a very strong partner of The University of Kansas Hospital since the track opened seven years ago," said Janice Benjamin, vice president of Fund Development at The University of Kansas Hospital. "We are the official health care partner for the speedway, and staff its trauma center and first aid stations during the races."

Each year, attendees enjoy headline entertainment and gourmet fare from more than two dozen restaurants, caterers and dessert specialists. Specialty bars, including margarita, mojito, Bombay Sapphire, and a Grey Goose martini bar provided by Bacardi USA and Standard Beverage Corporation, add to the evening's festivities.

This September, party goers will be entertained by a Grammy-winning, country music superstar, and then dance the night away to their favorite oldies, classic rock songs and current hits performed by the top-rated Dallas-based *Emerald City Band*.

"When the skies darken on Friday September 5, turn your eyes upward as fabulous fireworks light up the night," said Kansas Speedway President Jeff Boerger. He will be interviewed on *Rides That Rock* with Ken Smiley, certified racing instructor and chair of the Porsche Cayman Club.

You can hear more about Treads & Threads on 610 Sports KCSP, a regional superstation heard in six Midwestern states. Listen to organizers and exhibitors talk about the event with *Rides That Rock* host Ken Smiley during the Roger Twibell show at 8:42 a.m. Tuesdays and Thursday through the end of August.

Visit [treadsandthreads.org](http://treadsandthreads.org) to hear archived interview clips, courtesy of Executive Producer Andrew Ellenberg. The web site also has other information on the event. 610 Sports KCSP is a regional sports superstation, home of NASCAR, Royals Major League Baseball, national champions KU Jayhawks, The Morning Sports Drive with former ESPN SportsCenter anchor Roger Twibell and High School Sports with Mark Miller.

The University of Kansas Hospital's nationally award winning clinical cancer program is the only one thoroughly integrated within the University of Kansas Cancer Center - the organization leading the effort for National Cancer Institute (NCI) designation in Kansas City. NCI designation will bring the latest leading edge clinical trials to Kansas City, trial only open to NCI designated facilities. It will also make the area eligible for new cancer research funds, which not only advance the fight against cancer but could also lead to new high tech economic development in the area.

**For more information please contact:**

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