



NEWS FOR IMMEDIATE RELEASE

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Tickets Are On Sale for Checkered Flag Ball

M1 Concourse's Signature Special Event that Drives Pontiac Forward

PONTIAC, Mich., July 20, 2022 – Tickets are on sale for the second Checkered Flag Ball taking place Saturday, Oct. 1 to benefit M1 Concourse's philanthropic arm, the Checkered Flag Challenge.

The high-energy evening at the new state-of-the-art M1 Event Center includes dining, dancing, live auction and live music, and a celebration of Shelby American's 60th Anniversary when the Master of Motorsports Award will be presented to Peter Brock. Known as one of the most influential automotive and motorsport designers, Brock was instrumental in the creation of such forward thinking machines as the Corvette Stingray and the Shelby Daytona Coupe. He was inducted this past spring into the Motorsport Hall of Fame of America for his work in the sport.

"Last year, we saw how being able to count on reliable transportation to access services made a real and positive impact on people's lives and we want to do more," Terese Zlotoff, Checkered Flag Challenge board chair, said. "This evening raises the funds to expand our services, so we pay attention to all the details and design it as a not-to-miss event."

Guests will enjoy a chef-driven menu curated by Chef Zack Sklar, Cutting Edge Cuisine, exceptional wines, and spirits and dance the night away with music by Alan Turner and the Steel Horse Band at an exclusive After Party sponsored by McLaren Oakland overlooking the performance track.

Last year the inaugural sold-out event raised \$100,000 for M1 Mobility, a new initiative created in partnership with Pontiac Community Foundation. Its mission is to provide multitier transportation solutions to ensure the people of the City of Pontiac have access to community programs and services.

"M1 Mobility was developed as a result of collaborative partnership between the Checkered Flag Challenge, philanthropic arm of M1 Concourse, and Pontiac Community Foundation," Dustin McClellan, Pontiac Community Foundation's Founder & CEO, said. "We are honored to celebrate the work we've been able to accomplish this past year and prepare to continue this vital work in the coming years. Transportation continues to be a real barrier for thousands of Pontiac residents. Thanks to the support of the Checkered Flag Ball, M1 Mobility is helping hundreds of Pontiac students and residents receive transportation to community programs."

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While the City of Pontiac boasts many outstanding community programs and services, one critical challenge is clear. A shortage of safe and reliable public transportation presents a significant setback for many Pontiac residents, especially those who rely on regular services from non-profit organizations and agencies in the city. More than 19% of Pontiac's households have no access to a vehicle. This number is staggering compared to 5.2% for Oakland County and 7.7% for the State of Michigan. M1 Mobility aims to help resolve these issues and ease the burden of accessing essential services throughout the community.

This year several organizations have been added to those who will be part of M1 Mobility. They include Accent Pontiac, Center for Success, Dream Centers of Michigan, City of Pontiac, Oakland University, Sheriff PAL, and Identify Your Dream Foundation.

Checkered Flag Ball Host committee members include Paul and DeLana Borja; John and Leslie Gonway; Gordon and Diana Heidacker; Bill and Melissa Kozyra; Timothy and Cindy McGrane; Sen. Gary Peters and Colleen Ochoa Peters; Vivian Rogers Pickard and Paul and Terese Zlotoff.

Checkered Flag Ball Evening Schedule:

6:30 p.m. Cocktail Reception

7:30 p.m. Dinner, Auction and Awards Prestation for Master of Motorsports

9:30 p.m. After Party sponsored by McLaren Oakland with music by Alan Turner and the Steel Horse Band

Live Auction

The Checkered Flag Ball includes a live auction with auctioneer Chris Aslanian, featuring artwork of 1964 Shelby Cobra Daytona Coupe created by Nico Rousselet courtesy of the artist. In honor of Carol Shelby, the event brings a bit of Texas to Pontiac. Dress attire is denim and diamonds with cowboy boots and lots of sparkle encouraged and racing jackets optional.

Sponsors

Checkered Flag Ball Sponsors to date include Uniprop, Nuspire, and After Party sponsor McLaren Oakland. Media support is provided by HOUR Media. Sponsorships are still available. Tickets are limited and are \$500 and available at www.checkeredflagchallenge.org.

Photo: 1964 Shelby Cobra Daytona Coupe created by Nico Rousselet and available at the live auction

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