



## Mayor Mark Mallory

City of Cincinnati

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### **Mayor Mallory Presents Awards to Mayor's Cup winner Pleasant Ridge and Overall Soapbox Winners**

Pleasant Ridge— Mayor Mallory presented Tom Clifford and the Pleasant Ridge Community Council the Mayor's Cincinnati Cup for their win in the Cincinnati Soapbox Derby today at a ceremony at the Nativity School in Pleasant Ridge. The Mayor also presented trophies to Hannah Schweinefus, winner of the stock car division and Alex Seither, winner of the super stock car division. The Cincinnati Soapbox Derby was held on Saturday, June 21st.

"Congratulations to Tom Clifford and Pleasant Ridge for winning the Mayor's Cup and to Hannah Schweinefus for winning the Soapbox Derby," said Mayor Mallory. "It is great to see a community rally around the youth and get involved in a wonderful event. I hope everyone enjoyed being a part of the Cincinnati Soapbox Derby this year."

Cincinnati Soapbox President Director Doug Newberry congratulated the teams on their hard work and hopes to launch a bigger Soapbox Derby next year.

"I think it's great that we could get a lot more kids involved this year," said Newberry. "We're very excited about the future and hope to expand the number of races we can host in Greater Cincinnati."

In its second year, the Mayor's Cincinnati Cup challenges all city neighborhoods to put together a team and build a soapbox car to enter in the Derby. This year, 26 communities competed to win \$5,000. As the community who sponsored the top finishing car, Pleasant Ridge was awarded the Mayor's Cup trophy and the prize money. Funding for the grand prize comes from the Police Department Asset Forfeiture Fund and will be administered through the Neighborhood Support Program funding that Community Councils receive from the city.

"Pleasant Ridge is extremely proud of Tom Clifford's victory at the Soapbox Derby, bringing the Mayor's Cup home to our neighborhood for the second time," said Steve Simon, Executive Board member of the Pleasant Ridge Community Council. "Thanks to Mayor Mallory and the Cincinnati Police Department for the \$5,000 prize, which will be used for Pleasant Ridge community projects"

Soapbox Derby racing began in 1934 with the first "All American Race" and continued until 1978. In 2006, Doug Newberry organized the first Cincinnati Soapbox Derby in 28 years. This year's Super Stock Division winners will go on to Akron, Ohio to compete in the "All American Soapbox Derby" on July 26th.

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