



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

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Mayor Mallory Says Sign-up for the Cincinnati Soapbox Derby

Registration Deadline is June 12th

Cincinnati – Mayor Mark Mallory today announced the 4th annual Mayors Cup Soapbox Derby Race, which will take place as part of the 2010 Cincinnati Soapbox Derby. The race will be on Saturday, June 19th on Central Avenue beginning at West 4th Street and ending near Paul Brown Stadium. The Mayor was joined at the press conference by Doug Newberry, the Director of the Cincinnati Soap Box Derby, and two young, derby racers, Annika Yang vom Hofe and Joschka Yang vom Hofe from the CUF neighborhood.

“The Soapbox Derby is just plain fun. As a kid, I always wanted to race in the Soapbox Derby but never got a chance. I want to make sure that as many young people get to participate in the race,” Mayor Mallory said. “The derby racing brings together Cincinnati neighborhoods for a great, family friendly competition that builds neighborhood pride.”

The Cincinnati Soap Box Derby has two divisions: stock division for youth ages 8 to 13 and super-stock division for youth ages 10 to 17. The Mayor’s Cincinnati Cup is a competition for children ages 8-13 from the City of Cincinnati. Mayor Mallory is encouraging Cincinnati’s Community Councils to sponsor entries or to recruit local businesses, organizations, or individuals to sponsor neighborhood youth. Communities can have more than one entry. Competitors interested in representing their neighborhood should contact the Mayor’s office to be put in contact with their Community Council.

Soap box kits and wheels cost \$565. To order a kit, contact Cincinnati Soap Box Derby (CSBD) at 513-885-1373. If you order your kit through CSBD by June 3rd, they will pick up your kit and there will be no delivery fee. After June 3, you should order your kit through www.aabd.org, and you will have to pay shipping. The registration fee is \$50 if you do it before June 2nd and \$75 after. The registration deadline is Saturday, June 12th.

The prizes will go to the Community Councils that represent the neighborhoods where the Mayor’s cup racers are from. Prizes are \$5,000 to the first place council, \$1,500 to the 2nd place and \$1,000 to the third place racer’s neighborhood.

Soap Box Derby racing began in Dayton, Ohio with the first “All American Race” in 1934. Cincinnati held a Soapbox Derby Race every year until 1978. In 2006, Doug Newberry organized the first Cincinnati Soap Box Derby Race in 28 years. The overall winner of the Cincinnati Soap Box Derby will go on the National Derby Race in Akron, Ohio.

For more information, contact Derby Race Director Doug Newberry at 513-885-1373 or visit www.cincinnatisoapboxderby.com.