



FOR IMMEDIATE RELEASE:

No Speed Limit for 3 Days Labor Day Weekend – Denver, Colorado

Fulfill the Need for Speed at The Colorado Mile this September – Register July 20, 2015

DENVER, CO-- This Labor Day Weekend, the smell of hot rubber and race gas will fill the summer air at Front Range Airport as gear heads, car enthusiasts and spectators gather with one question in mind-- Who will earn the prestigious title of setting the 1-mile top-speed record at the inaugural Colorado Mile event? Behind the "No Speed Limit" event coming to Denver is the team from the most well-known 1-mile racing event in the world, The Texas Mile and the Douglas brothers behind the 8-mile *Pit Rally Gambler's Edge* featuring a shutdown highway through the Rocky Mountains.

The Colorado Mile welcomes drivers of street legal sports cars, motorcycles, trucks, and concept race cars. It features everyday people as amateur participants, novices, and professional racers alike who all share the need for speed- without the fear of tickets or jail time!

The concept is simple: drivers line up and go as fast as possible for one mile. The goal? To set the fastest MPH record at the event, be the fastest car, truck or motorcycle in your vehicle's class or just to achieve a personal best.

On social media, the hype of the new racing event is catching the attention of speed junkies from across the Rocky Mountain region. Longtime host of Denver's KBPI's Morning Show, co-host of Pinks: All Out on Speed TV and Two Guy's Garage, Willie B. is one of the folks to beat for a top speed record and is revved up for the event.

"It's been a dream of mine to race at the one and only Texas Mile! To have the crew from Texas under their sister company, The U.S. Mile, team up with Pit Rally and create The Colorado Mile is absolutely EPIC!", proclaimed Willie B. "I plan on having something there to make my fellow Coloradans proud and give a few 'out of staters' a good challenge. 5,280 ft. of track, at 6,000 ft. plus, above sea level... Can't threaten me with a good time! If Speedometers seem like challenges and you like turning miles per hour into miles per minute - Come Get a Piece of the Mile!"

Spectators will witness racers going full throttle and get the chance to see the vehicles up close and personal. If you love motorsports, outdoor festivals, or just having a good time than this event is exactly where you want to be this Labor Day Weekend.

Don't miss out on your chance to challenge The Colorado Mile in your own vehicle and see some of the fastest vehicles in the country achieve their top speed in 1-Mile.

Sponsorship Opportunities are available and for media related information in regards to The Colorado Mile, contact Shannon Matus, 281-802-9863, Shannon@eventsprojects.com. For more information regarding being a participant or spectator, contact Ashley Flores, 281-303-1844 or email Ashley@eventsprojects.com.

Event Location: 5200 Front Range Pkwy, Watkins, CO 80137 - Runway 17/35

Event Date: Labor Day Weekend, September 4-6, 2015

Racer Registration: July 20th, 2015 at 7:00 PM CST online at www.coloradomile.net

Entry FEES: 2 Day, weekend only, Sat-Sun \$425, OR 3 Day, Friday- Sunday \$525

Create Your Racer Profile: <https://www.usmileracing.com/registration/profile/?newuser>

Spectator Schedule: Friday 7:45AM- Dusk

Saturday 7:45AM- Dusk

Sunday 7:45AM- 4PM

Spectator Tickets: Purchase online or at the gate

Contact: Ashley Flores (281) 303-1844 Ashley@eventsprojects.com

Social: Facebook: <https://www.facebook.com/TheUSMile>

Twitter: @TheUSMile

Instagram: @TheColoradoMile