

EVERYONE CAN TOE THE LINE AT BIX 39

Written by Glenn Kass
Thursday, 14 March 2013 15:35

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Premier Buick & GMC High School Challenge Adds to Annual Race Events

BETTENDORF, IA – At 39, the Quad-City Times Bix 7 has a new way to stay young with the addition of the Premier Buick & GMC High School Challenge. It was announced in a media event at Isle of Capri Casino Hotel.

Participants toe the line for Bix 39 on Saturday, July 27th, 2013. Registrations are being mailed now in addition to availability at locations throughout the Quad City Area. Online entry is open at www.bix7.com with a valid Visa or

MasterCard. Advance entries are only handled through the website, via mailed printed applications or those brought to the Quad-City Times building, 500 E. Third Street, Davenport. You can stay connected with news and training tips at

www.facebook.com

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The Premier Buick & GMC Dealers, in their second year as Official Automotive Sponsor of the Bix 7, now offer a \$1,000 prize to athletic funds to each high school of the first boy and girl athletes to cross the finish line in the full race. The Premier Buick & GMC High School Challenge continues a Bix tradition of offering the same prize money for men and women. A space for these athletes to indicate their high school affiliation has now been added to the application.

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“Our involvement with the Bix 7 has everything to do with inspiring, celebrating and enabling human achievement,” said Greg Piehl, president of the Premier Buick & GMC Dealers Association. “This race reflects our dedication to students, leaders and achievers in our community. As Official Automotive Sponsor of the Bix 7, we wanted to show students that their ambition, whether in the classroom or on the race course, is worth striving for. The Premier Buick & GMC High School Challenge is our way to reward the future leaders of our community one stride at a time.”

The Premier Buick & GMC Dealers offer a large selection of new and pre-owned vehicles. The group features Eriksen Buick (Milan, IL), Green Buick & GMC (Davenport, IA), Key Auto Mall Buick & GMC (Moline, IL), Piehl Buick & GMC (Geneseo, IL), Piehl Motors Buick (Princeton, IL), Shottenkirk Buick & GMC (Mount Pleasant, IA), and Yemm Buick & GMC (Galesburg, IL). Look for Buick on the lead lap as Official Pace Car of the Bix 7, at www.PremierBuickDealers.com and www.PremierGMCDealers.com

The event joins the Quad City Bank & Trust Battle Up Brady, Alcoa Jr. Bix 7, Swiss Valley Farms Quick Bix, VictoryStore.com Gregg Newell and Eloise Caldwell awards for top local male and female area finishers, Rhythm City Casino Race for the Jackpot and Scott County Regional Authority All City Challenge.

Featuring an elite international field, race director Ed Froehlich knows the Bix 7 again has something for everyone while showcasing the Quad Cities’ legendary hometown participation and support.

“The Bix 7 brings excitement and pride to our community,” said Froehlich, entering his 34th year guiding the race. “What better way to build on that than to recognize young area athletes this way. I know our sponsors, volunteers and participants will show the international running community again why Davenport, Iowa and the Quad Cities is the only place to be the last full weekend of July.”

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