

WASHINGTON, Oct. 2, 2013 /PRNewswire-USNewswire/ -- [Best Buddies International](#), a nonprofit dedicated to creating opportunities for friendship, employment and leadership training for people with intellectual and developmental disabilities (IDD), is pleased to announce that

Scott Keogh

, President of Audi of America, will serve as Chairman of the

[Audi Best Buddies Challenge: Washington, D.C.](#)

Twenty-five hundred people are expected to participate in the *Challenge*

– a charity walk, run and ride to benefit Best Buddies International - on

October 19

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Ted Leonsis, CEO of Monumental Sports and owner of the Washington Capitals, Washington Mystics and Washington Wizards, and his wife, **Lynn Leonsis**, will serve as Honorary Chairs of the event.

"In this fourth year of our partnership, our employees can watch the impact of the *Best Buddies Challenge*:

Washington D.C

. in our hometown," said

Scott Keogh

, President, Audi of America. "This is always such a special event for Audi, bringing together over 100 employees to help raise even more funds with Best Buddies International this year. We share Best Buddies' mission of improving the lives of people with intellectual and developmental disabilities and know that this will be the most successful ride yet."

This year, there will be three cycling options: 100-miles, 62-miles, or 20-miles. The 100-mile route will be led by Tour de France cycling legend **George Hincapie** - one of the most recognized cyclists in the world, with numerous world championships, national championships and professional victories to his credit - and will proceed northwest along the Potomac via scenic country roads, and rolling hills, past horse farms and historic estates, and countless vineyards, on the way to Morven Park in Leesburg, Virginia.

- . The 62-mile ride will start at the Poolesville Golf Course in Maryland and will follow the last 62 miles of the 100-mile route through scenic Montgomery County and Loudoun County.
- . The 20-mile route will remain largely on closed roads within the nation's capital.

"We are really excited about the number of new corporate teams that we have participating this year," said **Anthony K. Shriver**, Founder and Chairman of Best Buddies International. "Interest in the *Challenge* continues to grow and we are delighted companies are following Audi's lead and using this opportunity to promote health and corporate wellness while engaging their employees behind a movement that promotes respect, acceptance and inclusion. Participants will never forget this five-star event, which includes a complete day of family-friendly activities."

The *Challenge*, which is open to participants of all ages and abilities and is designed to showcase the Best Buddies mission in action, also features the 5K run/walk

Carl

Lewis Challenge

- . More than 700 students from local schools and colleges are expected to participate in the 5K.

Several other celebrities, professional athletes and special guests are also expected to attend, including actors **Nat** and **Alex Wolff**; actress **Polly Draper**; NBC4 Washington Anchor **Doreen Gentzler**

; Fresh FM 94.7 radio personality

Tommy McFly

; Miss District of Columbia USA 2013

Jessica Frith

; Miss District of Columbia Teen USA

2013

Despina Ades

; Miss Teen

USA

2013

Cassidy Wolf

; and four of

Eunice

and

Sargent Shriver's

children.

The *Challenge* will be capped off with tours of the historic Virginia governor's mansion, a tented luncheon buffet with an open bar, award ceremony and private musical performance featuring **Capital Cities**

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Audi is returning for the fourth year as Title Sponsor of the *Challenge*. More than 100 Audi employees are expected to participate in the festivities as part of **Team Audi**, with the goal of raising even more than in past years.

Additional *Challenge* sponsors include: **Jim Lintott and May Liang, Capital Trust Group, Klingman and Associates, LLC, the Las Vegas Sands Corp., FIJI Water, Pepsi, Rosetta Stone**

,
the

Leonsis Foundation, Pilot Air Freight, Kyrie Irving and the Cleveland Cavaliers, The Fairmont Washington, D.C.

, **Vocus, Melinda Jacobs, CSC, Kelly Benefit Strategies, Clear Channel, Capitol File**

,
Bicycling Magazine, Getty Images
and

NBC4.

About Best Buddies International Best Buddies® is a nonprofit 501(c)(3) organization dedicated to *establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities. Founded in 1989 by Anthony K. Shriver, Best Buddies is a vibrant organization that has grown from one original chapter to more than 1,700 middle school, high school, and college chapters worldwide. Today, Best Buddies' eight formal programs — Middle Schools, High Schools, Colleges, Citizens, e-Buddies®, Jobs, Ambassadors, and Promoters — engage participants in each of the 50 states and in over 50 countries, positively impacting the lives of more than 800,000 people with and without disabilities around the world. In many cases, as a result of their involvement with Best Buddies, people with intellectual and developmental disabilities secure rewarding jobs, live on their own, become inspirational leaders, and make lifelong friendships. For more information, please visit www.bestbuddies.org, facebook.com/bestbuddies or twitter.com/bestbuddies.*

About Audi

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. Audi was a top-performing luxury brand in Europe during 2012, and broke all-time company sales records in the U.S. Through 2016, AUDI AG will invest about \$17 billion on new products, facilities and technologies. Visit www.audiusa.com or www.audiusanews.com for more information regarding Audi vehicle and business issues.

Challenge Yourself to Change Lives at the Fourth Annual Audi Best Buddies Challenge: Washington, D.C.

Written by Australian Business

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