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Sun Valley Tour de Force Donates One Million Dollars to The Hunger Coalition

In its 6th year, record-breaking donations amount to massive gift to local non-profit

SUN VALLEY, ID –Sun Valley Tour de Force hosted its sixth annual three-day car event on July 20-22, 2023 in support of The Hunger Coalition. This local non-profit is steadfast on building a healthy community through access to good food and collaborating with key partners to address the root causes of food insecurity in Blaine County, Idaho.

Today's \$1,000,000 donation marks unprecedented growth from the \$600,000 donation in 2022 and \$175,000 donation made in 2021. In fact, it's one of the single biggest donations to The Hunger Coalition to date.

The weekend's signature event, 'No Speed Limit' at Phantom Hill, was initially inspired by Dave Stone, and under the direction of co-producers Maya Blix and Whitney Werth Slade, has evolved into a three-day event with international recognition. It has achieved the support of some of the world's most respected brands including McLaren, Porsche Cars North America, Singer Vehicle Design, and BMW. This unique charity event has leveraged the car culture, the thrill of high speed, and a passion for philanthropy.

This year's fundraising success is a joint effort between drivers, sponsors and donors, many of whom are not local to the Wood River Valley. "We are completely blown away and incredibly grateful to see the level of generosity and care our guests have for our community. Our drivers seem to be as excited about raising funds for great causes as they are to drive their cars at top speed," said Maya Blix, Co-Founder, Sun Valley Tour de Force.

McLaren, presenting sponsor and celebrating its 60th Anniversary, hosted a meet and greet with Stefan Johansson, retired Swedish racing driver who drove in Formula One for McLaren. Johansson was also selected to drive in the high-speed event in the recently announced McLaren 750S Spider for its North America dynamic debut.

Johansson achieved a top speed of 200.31mph on Saturday, July 22, 2023 in the 750S. McLaren Artura, Speedtail, 720S Spider, 765LT Spider, Elva, Senna and a very rare McLaren P1 were also on display over the weekend.

“The event has grown leaps and bounds since our humble beginnings in 2018, when we proudly raised \$16k for Idaho BaseCamp. We have always taken great care to create a fun, safe, memorable event that folks want to share with their friends and families,” said Whitney Werth Slade, Co-Founder, Sun Valley Tour de Force.

This year’s fastest driver was Alexandra Hainer, who achieved 218.87mph in a McLaren 720S Spider. Sixteen drivers of the 48 total reached over 200mph on the closed road at Phantom Hill during the speed trial.

Blaine County cost of living is significantly higher than the national average and reports show nearly 50 percent of the population is food insecure or just one life event away. The Hunger Coalition started as a traditional food pantry 20 years ago and has since evolved into a full-fledged food center with a suite of programs under the “Bloom” brand. Bloom was designed to provide a more positive, less stigmatized, and more holistic approach to food insecurity. It started with a community farm, youth internship and children’s food truck, and now includes Bloom Community Food Center with a commercial kitchen, food pantry, community cafe, and greenhouses.

"The root causes of hunger are complex and we recognize that solutions go far beyond the efforts of a single organization. SVTdF’s partnership over the last four years has catapulted our vision to new heights. We feel incredibly lucky and are committed to paying this forward," shared Krista Felton, Director of Philanthropy, The Hunger Coalition.

[Sun Valley Tour de Force](#), produced by Intrepid Events, Inc., a 501c3, aims to create events that offer unique experiences for locals and visitors and gives back to causes making a difference in the community. Sun Valley Tour de Force is Intrepid Events’ signature event with three days of car events including the Huckleberry Drive, Car Show, Sun Valley Auto Club Tech Inspection, No Speed Limit runs at Phantom Hill, and Cars & Comedy dinner and auction. The Car Show is public and free to spectate. The event is supported by the generosity of the following sponsors: McLaren, Porsche Cars North America, Sun Valley Auto Club, Peterson BMW, Simmons Fine Jewelry, Barrens, Robertson Stephens, Allata, Singer Vehicle Design, Snake River Classics, Motion Garage, Hagerty, HUB International, Concannon & Charles, Elite Global Journeys, American Harvest Organic Vodka, J. Bookwalter Winery, and Limelight Hotel.

For all event updates sign up for [Sun Valley Tour de Force newsletter](#) and find more information at www.sunvalleytourdeforce.com or email info@sunvalleytourdeforce.com to learn about event partner opportunities. Also, follow Sun Valley Tour de Force on [Facebook](#), [Instagram](#) and [YouTube](#).

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