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**MEDIA ADVISORY**

**2,500-mile Solar Car Challenge Coming to Brandon, Manitoba**

**What:** The North American Solar Challenge (NASC): at 2,500-miles, is the longest solar car competition in the world and it will travel from Austin, Texas to Calgary, Alberta, July 17-27. The North American Solar Challenge is an educational event in which college teams compete to build and drive solar-powered cars across the country. Eighteen solar-powered cars from the U.S. and Canada are participating in the competition. The car with the fastest cumulative time will win the Challenge.

**When:** Solar cars are expected to pass through a checkpoint in Brandon on **July 24**. The fastest cars could reach the checkpoint sometime in the morning, with the other cars coming in intermittently throughout the day. Cars are required to stop for 30 minutes. Checkpoints are normally open from 8 a.m. to 6:30 p.m. Please call contacts above for specific times that may differ.

**Where:** The checkpoint is at **Keystone Centre #1**, 1175 18<sup>th</sup> Street, in the parking lot south of the Keystone Arena.

**Activities:** Fans and other spectators are invited to see the cars and meet team members throughout the day on July 24.

**Covering:** Media are encouraged to cover the competition at the checkpoint location where drivers and other team members will be available for interviews. Media team representatives and NASC sponsors will also be at the site. Daily results, photos and other information will be posted at <http://americansolarchallenge.org/index.html>.

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**The contest is sponsored by the U.S. Department of Energy (DOE), Natural Resources Canada, DOE's National Renewable Energy Laboratory, TransAlta, University of Calgary, CSI Wireless, AMD and Manitoba Transportation and Government Services.**

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