



## **RCH Racing announces new partnership with Soaring Eagle Casino & Resort for 2014 – 2016 Supercross and Motocross Seasons**

Michigan's Soaring Eagle Casino & Resort (Mt. Pleasant)  
partners as new Title Sponsor with RCH Racing to form –  
RCH Soaring Eagle

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**December, 2014, Mt. Pleasant, MI** – Principals of RCH Racing (Ricky Carmichael, Carey Hart Racing), are pleased to announce that Michigan's famed **Soaring Eagle Casino & Resort** has partnered with the team as The Title Sponsor for the 2014 – 2016 Supercross and Motocross Seasons.

Voted as the Midwest's "Favorite Casino" and "Best Overall Gaming Resort" (*Midwest Gaming & Travel*), the massive Soaring Eagle Casino & Resort sits right in the heart of Michigan, Mt. Pleasant. Owned and operated by the Saginaw Chippewa Indian Tribe, Soaring Eagle is known throughout the region for its superior live event promotion and production capabilities. In harmonious fashion, RCH Racing is notorious for its on-site activations and fan engagement at the 17 Monster Energy Supercross races and 12 Lucas Oil Pro Motocross Championship races in major metropolitan areas throughout the country. Both entities are driven by family, fun, and their passions to win.

Mutually recognizing the synergies and complementary nature between the two properties, Soaring Eagle and the principals at RCH Racing look forward to growing their partnership over the next three years.

"Like Soaring Eagle, we strive to put the best product in front of our fans at each and every race," said Ricky Carmichael, co-owner of RCH Racing and five-time Monster Energy Supercross Champion. "We have big expectations for the 2014 season with riders Josh Hill and Broc Tickle as well as the additions that we have made to our team. We will continue to make

investments into our technical, mechanical, marketing, and business areas. After personally experiencing the wonderful facilities that this campus has to offer, we look forward to exposing Soaring Eagle to Supercross and Motocross communities across the country.”

“This is a true partnership for the long-term,” said Carey Hart, Freestyle Motocross legend and the other half of the RCH Racing ownership team. “RCH Racing will bring special lifestyle events to Soaring Eagle in addition to Soaring Eagle accompanying us throughout the Supercross and Motocross seasons.”

Taking a page out of the RCH Racing diction, Soaring Eagle Casino & Resort Marketing Director, Raul Venegas simply declared, “We are stoked on this partnership!”

“RCH Racing is a perfect platform to increase awareness and excitement for Soaring Eagle Casino and Resort. We know that we have one of the best facilities in the region and now we will be able to tell our story to Supercross and Motocross enthusiasts across the country.”

The 2014 Monster Energy Supercross season kicks off on Saturday, January 4<sup>th</sup> in Anaheim, CA.

All seventeen (17) races will be broadcast live on Fox Sports One so check your local listings to see the RCH Racing Soaring Eagle team in action.

### **2014 Monster Energy Supercross Schedule**

<b>Round/Date</b>	<b>City/State</b>
1 – Jan. 4	Anaheim, CA
2 – Jan. 11	Phoenix, AZ
3 – Jan. 18	Anaheim, CA
4 – Jan. 25	Oakland, CA
5 – Feb. 1	Anaheim, CA
6 – Feb. 8	San Diego, CA
7 – Feb. 15	Arlington, TX
8 – Feb. 22	Atlanta, GA
9 – March 1	Indianapolis, IN
10 – March 8	Dayton, FL
11 – March 15	Detroit, MI
12 – March 22	Toronto, ON
13 – March 29	St. Louis MO
14 – April 5	Houston, TX
15 – April 12	Seattle, WA
16 – April 26	East Rutherford, NJ
17 – May 3	Las Vegas, NV

### **2014 Lucas Oil Pro Motocross Championship**

<b>Round/Date</b>	<b>City/State</b>
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1 – May 24	San Bernardino, CA
2 – May 31	Sacramento, CA
3 – June 7	Lakewood, CO
4 – June 14	Mt. Morris, PA
5 – June 28	Blountville, TN
6 – July 5	Buchanan, MI
7 – July 12	Mechanicsville, MD
8 – July 19	Millville, MN
9 – July 26	Washougal, WA
10 – Aug. 9	New Berlin, NY
11 – Aug. 16	Crawfordsville, IN
12 – Aug. 23	Tooele, UT

Stay up to date throughout the season and follow the RCH Racing Soaring Eagle team online:

- Twitter/Instagram: @RCHRacing
- Facebook: <https://www.facebook.com/SoaringEagleCasino>

### **About Soaring Eagle Casino & Resort**

Soaring Eagle Casino & Resort has been recognized for excellence! Luxurious rooms. Indulgent dining. Thrilling games. Superstar entertainment. Natural ambiance. Breathtaking views. Family Entertainment. It's the best of both worlds. And it's all waiting for you at our Four-Diamond casino & resort. For more information visit [SoaringEagleCasino.com](http://SoaringEagleCasino.com)

### **About RCH Racing**

RCH Racing is in its second season of the partnership between Ricky Carmichael and Carey Hart. Ricky Carmichael merged his Suzuki relationship and technical development with the established five year marketing giant of Hart & Huntington Racing in 2013. The RCH Soaring Eagle Team continues its partnerships with Suzuki, Fox, Dodge, Sycuan Casino, Yoshimura, and Bel Ray. For additional information contact Justyn Amstutz at [Justyn@NFC-Mgmt.com](mailto:Justyn@NFC-Mgmt.com).

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