



SEPTEMBER 28<sup>th</sup>, 2019  
WINDHAVEN PKWY, AUSTIN RANCH, THE COLONY

**REV YOUR IMAGINARY MOTORS:  
RED BULL SOAPBOX RACE SPEEDS INTO DALLAS SEPTEMBER 28<sup>TH</sup>**  
*Speed Demons Prepare to Screech Through The Colony's Austin Ranch*

**DALLAS – September 3, 2019** – Ready! Set! Go! Red Bull Soapbox Race, featuring some of the wildest legal street racing around, is cruising into Dallas Fort Worth on Saturday, September 28, 2019 at The Colony's Austin Ranch. While typically reserved for F-150s and Escalades, Austin Ranch will make room for four-wheeled crafts of a different kind as 55 teams compete for soapbox supremacy, careening through a treacherous downhill course featuring jumps, bumps, curves and swerves. The motorless mayhem, which is free to the public, opens at 11am; racing commences at 1pm and the winner is crowned at 5pm.

Gear-heads, adrenaline junkies and the just plain crazy, have been planning, plotting, building and testing their creations for months. Each soapbox must be powered by gravity and imagination, which means no stored power or external energy sources allowed. And size does matter! All vehicles must be less than six feet wide/20 feet in length, no more than seven feet high and cannot weigh more than 176 lbs (not including the driver). Crafts range from a Barbie jeep and a Mavs basketball shoe to a life-sized Bomb Pop and baby carriage!

Teams will need more than just courage to claim victory on these city streets, as they will be judged on three criteria: speed, creativity and showmanship. A surprise panel of judges comprised of some of Dallas's most notable personalities and local celebrities will have the tricky job of selecting the teams. A People's Choice Award will also be given to the crowd's favorite team.

While in the end, the winning team won't be standing atop a podium with a gold medal around their necks, there will be some incredible prizes. First place receives a once-in-a-lifetime opportunity to skydive with the Red Bull Air Force. Second place receives an iFly tunnel flying experience for all team members. Third place and The People's Choice will both receive a day at the K1 Speed karting track for all team members.

The DFW event will be the 2<sup>nd</sup> time the Red Bull Soapbox Race has come to Austin Ranch. The global event dates back to 2000, when it first took place in Belgium, and has since visited almost 30 countries, with the first stateside race being held in St. Louis in 2006.

For more information visit [www.redbullsoapboxusa.com](http://www.redbullsoapboxusa.com). A selection of high-resolution event photos from around the world can be downloaded at [www.redbullcontentpool.com](http://www.redbullcontentpool.com). Check out the high-speed action from past races [here](#).

Find us on Social: @redbull #RedBullSoapboxRace. Can't make it to the race? Catch all the thrills and spills on the live stream on [Twitch.tv](https://www.twitch.tv/redbull). Special thanks to our partners: BF Goodrich, Kia, Kroger, 7-Eleven and Go RVing.

**About Red Bull**

Red Bull Energy Drink is available in over 170 countries worldwide and more than 6.8 billion cans of Red Bull were consumed last year, 2 billion of those in the U.S. alone. An 8.4 fl. oz. can of Red Bull Energy Drink contains 80 mg of caffeine, equivalent to a home-brewed cup of coffee. For more information, visit [energydrink-us.redbull.com](http://energydrink-us.redbull.com)

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