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## **FCS/METRO VW FORMAL PLANS TO PARTICIPATE IN THE 2010 TX TOUGH FUND-RAISING CAMPAIGN**

***FCS/Metro VW makes plans to be a big part of efforts to raise money for Children's Medical Center and help grow the TX TOUGH GRAND PRIX***

**DALLAS** – (November, 2009) – Dallas based FCS (Foundation for the Cultivation of Sport) unveiled Monday its plans to participate in the 2010 TX TOUGH fund-raising campaign for Children's Medical Center.

The commitment includes rallying support from FCS/MetroVW membership, which currently consists of more than 150 enthusiasts actively participating in cycling, running and triathlon events throughout North Texas. FCS/MetroVW will also garner support from a select pool of athletes who will compete as members of the FCS/MetroVW "elite" and development cycling teams; each member will be asked to raise \$600 for Children's.

Founder and co-chairman of FCS, Doug Clark, helped start the organization from humble beginnings in 2004 with a vision of providing people, of all skill levels, opportunities to get involved in bicycle racing. With the help of members who shared Clark's passion, FCS's overall membership has quickly grown. FCS is now recognized as having one of the top competitive and amateur development programs in the U.S.

Following TX TOUGH's first campaign in 2008, Clark and other members began working to make changes within the organization in order that FCS might be better suited to pursue opportunities like participating in TX TOUGH's fund-raising campaign. "I see TX TOUGH as a fantastic opportunity for FCS/MetroVW to do something significant that would positively impact our community" said Clark.

"We have tremendous people involved in our organization. As we continue to grow, I feel like our organization is at a point where we can, and need to begin making more of a significant contribution in our community," said Clark.

Clark said a deciding factor in having FCS/MetroVW participate in TX TOUGH came from knowing that 100% of funds raised by their organization will go to the specific research program, clinic, or critical care program they select. "That makes what we are doing personal and that was important to us," said Clark.

Each individual that signs-up to participate in the TX TOUGH fund-raising campaign is pledging to raise a minimum of \$300 (total) ending November 15th, 2010. TX TOUGH's campaign is unique because 100% percent of the money raised goes directly to Children's Medical Center, in support of the specific program, services, clinics or disease research program designated by the participant.

Recent changes with FCS/MetroVW included expanding the board of directors, which added new faces to its leadership team, all each hope to help the organization be more involved in a wide range of areas. Clark's newly installed counterpart is co-chairman, Lee Whaley. Whaley has been involved in the Dallas cycling community for many years and was added to the board this fall.

"I think this is the fresh jump start that FCS/MetroVW needed", said Whaley, co-chairman of FCS. "I know Doug [Clark] has felt like it was time to take the organization to the next level for a couple of years, did not necessarily know exactly how or what to do, nor did he have the right people in place that could actually make that happen."

"Together, we needed to find something that people could get excited about; I think we found that in Children's Medical Center and TX TOUGH," said Whaley.

FCS/MetroVW's announcement comes with great timing as TX TOUGH organizers are in the final stages of development preceding the launch of a new fund-raising platform that will be used by campaign participants beginning next month. It promises a user friendly interface and additional fundraising tools to aid the more than 1,600 people currently engaged in the fund-raising campaign.

TX TOUGH was launched in 2008 to provide individuals and families a vehicle they could use to support specific critical care and/or research programs at Children's most important to them.

Children's is the 4th largest pediatric specialty hospital in the US providing kids and their families, from all over, critical/specialty care in their greatest time of need.

FCS/MetroVW and its "elite" athletes will help spread the message of hope while at the same time encouraging other individuals and organizations to either donate or be a part of their fund-raising efforts.

"I am really excited about the commitment Doug [Clark], Lee [Whaley] and the entire FCS/MetroVW membership is making" said Joel Williams, founder of TX TOUGH and volunteer fund-raiser for Children's Medical Center for more than 30 years. "Nothing gets me more excited than to see groups of people make a decision to get involved, make a difference, and do it together. FCS/MetroVW has an incredible mixture of people and I think they are going to inspire so many others to pick a fight, something

important to them, and do something about it - and that is what TX TOUGH's fund-raising campaign for Children's is all about."

This **Saturday, November 21, at 3:00 p.m.** there will be a FCS/MetroVW membership meeting at the Metro Volkswagen Dealership located approximately three to four miles east of the Texas Stadium on 183/Airport Freeway. It is open to anyone interested in joining the club, finding out more about FCS/MetroVW, meeting the "elite" team members, or receiving additional information about FCS/MetroVW's participation in the 2010 TX TOUGH fund-raising campaign to raise money for Children's Medical Center.

Geoff Godsey, Executive Director of TX TOUGH & TX TOUGH GRAND PRIX will also be on-hand to answer questions and unveil some exciting news about the 2010 TX TOUGH GRAND PRIX III, which is possibly going to include an amateur race preceding the Pro bicycle race. Don't miss this opportunity!

For more information about this Saturday's membership meeting contact:

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### **ABOUT FCS (Foundation of the Cultivation of Sport)**

FCS was founded in December, 2004. The purpose was to build an organization people could join that provided avenues to begin participating in competitive events associated with bicycle racing, running and/or the sport of triathlon. Since its inception the organization has experienced tremendous success and growth with more than 150 registered members in 2009. For more information you can visit [www.fcsteam.com](http://www.fcsteam.com) or e-mail Doug Clark at [dclark@compliance depot.net](mailto:dclark@compliance depot.net) or Mark Nelson at [markwnelson@sbcglobal.net](mailto:markwnelson@sbcglobal.net).

### **ABOUT TX TOUGH**

TX TOUGH is a pledge-based fund-raising campaign designed for people all ages for the exclusive purpose of supporting Children's Medical Center. Individuals are organized in teams and have the opportunity to participate in a variety of events through the year as part of the fund-raising campaign. Events include a walk/run, family bike ride and the opportunity to watch a professional bicycle race. Participants can be a part of one, two or all three events.

Each fund-raising team chooses the program, service, clinic and/or research program that inspires them in order to help kids that are dealing with important issues today and prevent kids from dealing with those same issues in the future. TX TOUGH is more than staying active and raising money - it's about being a part of something larger than yourself, and making sure kids have the critical, specialty care in their greatest time of need. For more information visit [www.txtough.org](http://www.txtough.org) or call (214) 526-9712.