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## TX TOUGH ANNOUNCES A NEW OFFICIAL AUTOMOTIVE SPONSOR THRU 2011

***Metro Volkswagen is named the Official Automotive Sponsor of the 2010 - 2011  
TX TOUGH Tour & TX TOUGH GRAND PRIX III & IV***

**DALLAS** – (October, 2009) – Metro Volkswagen, a family owned dealership/business centrally located to Dallas and Ft Worth, recently signed a 2-year agreement to position them as the NEW Official Automotive Sponsor for the 2010 - 2011 TX TOUGH Tour and TX TOUGH GRAND PRIX III & IV. For more than 45 years, the Hagestad family has been selling cars, but not just any brand of car — they sell Volkswagen's. In 1987, they brought their business to DFW and have been a volume leader in the state of Texas and nationally for more than 20 years. The key to Metro Volkswagen's success is it's commitment to customers. 3rd Generation Owner and General Manager, Brad Hagedsted, fundamentally operates the business today like his grandfather did when he first opened 45 years ago — focused on the customer and making the car buying experience fun. "A lot of companies say the "customer" is the first priority, but it never actually impacts the way they operate. In a world dominated by "big" business, you can still find a place where you are more than a number. For us, our customers are the most important thing and there is something very special about Volkswagen's customers", said Brad. "I see that same commitment from TX TOUGH organizers. They are committed and focused on helping kids and families treated at Children's Medical Center. I don't know how somebody can't get excited about that and for us, it made this an easy decision and we are thrilled about being the exclusive automotive sponsor of TX TOUGH."

The partnership is ideal for both parties because TX TOUGH Tour and it's associated events are the first of their kind in Texas. The tour includes three individual stages, run, swim and bike, designed to appeal and support participation by people of all ages and skill levels. These individual stages and their associated events are spread throughout the calendar year with an emphasis on making sure all the participants do one important thing... HAVE FUN!

"We are really excited about Metro Volkswagen's involvement moving forward" says Joel Williams, founder of TX TOUGH which celebrated the completion of its first full year of operation following the finish it's final component of the Bike Stage on Sunday, September 20th. "I feel like Brad and his team at Metro VW are as passionate about selling cars and helping customers as we are about Children's Medical Center and that says a lot right there!"

Over the course of the year regardless of the individual stage or stage(s) a person participates in, each participant is working to raise a minimum of \$300 (total) for Children's Medical Center. What is unique is that TX TOUGH is able donate 100 percent of its proceeds it receives to the various Children's Medical Center programs, services or clinics designated by the participants. The organization depends on contributions from sponsors to underwrite the operational costs associated with producing the events.

Beginning this December, be on the lookout for the new 2010 Official TX TOUGH Vehicles provided by Metro Volkswagen at a range of events throughout North Texas! For more information and a full schedule of events visit [www.txtough.org](http://www.txtough.org) or [www.vwtexas.com](http://www.vwtexas.com) in the coming months.

### ABOUT TX TOUGH

TX Tough is a fundraiser that is designed for people all ages and skill levels that raises money exclusively for Children's Medical Center. Individuals and teams participate in a variety of fundraising events through the year as part of the TX Tough Tour, which features a walk/run, swim and family bike ride. Participants can participate in one, two or all three stages, raising money for whichever Children's Medical Center program, service or clinic that inspires them. TX Tough is more than just staying active and raising money. It's about being a part of something larger than yourself while enjoying an activity you love. For more information visit [www.txtough.org](http://www.txtough.org) or call (214) 526-9712.

YOU PLAY. KIDS WIN.