



20TH ANNIVERSARY

BROUGHT TO YOU BY FERRARI OF ATLANTA

Rides to Remember is an annual event that gives childhood cancer patients and their families a reason to smile as they are whizzed around Atlanta Motorsports Park (AMP) racetrack in Ferraris, Maseratis, and other exotic luxury vehicles for a ride to remember.

The 20th Annual Rides to Remember event helps more than the kids who get to enjoy the thrill of a luxury race car drive or the families involved. This event also serves to provide yearly financial support to three local charities who are making a big difference every day to thousands of Atlantans.

TOGETHER WE MAKE IT POSSIBLE

GIVING BACK MAKES A DIFFERENCE



CAMP SUNSHINE

Camp Sunshine enriches the lives of Georgia children facing cancer and their families through recreational, educational, and support programs.



ATLANTA RONALD MCDONALD HOUSE

Atlanta Ronald McDonald House Charities provides a home away from home for families of ill and injured children who must travel to receive treatment in Atlanta-area hospitals. It is a safe haven for families in the toughest crisis of their lives.



CURE CHILDHOOD CANCER

CURE Childhood Cancer, established in 1975, is an organization that has helped increase the childhood cancer survival rate to 80 percent through its funding and support of pediatric cancer research. The organization is dedicated to conquering childhood cancer in this lifetime.



OUR SPONSORS

The 20th Annual Rides to Remember would not be possible without the generous support provided by our sponsors. If you or your business are interested in sponsoring this event next year, please contact our team today!



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FERRARI DEALER
FERRARI OF ATLANTA



ATP
ATLANTA MOTORSPORTS PARK

compass
HEALTHCARE

ECCR
Elite Ceramic Coating & Restoration

LLL
EVENT RENTALS



UBS

VUE
ATLANTA



DIAMOND SPONSOR

Rheem Manufacturing

Founded in 1925, Rheem Manufacturing is a global leader in energy-efficient products that support a sustainable future. Rheem is the only company worldwide that makes heating, cooling, water heating, pool and spa heating, and commercial refrigeration solutions. It is also America's #1 water-heating brand, with products sold in more than 80 countries.



VENUE SPONSOR

Atlanta Motorsports Park

Atlanta Motorsports Park is the first sustainable motorsports club of its kind, for high-performance cars, motorcycles, and karts. In addition to providing a driver's haven for its members, Atlanta Motorsports Park offers private track rentals, corporate group options, and an exclusive kart track unlike any other.



The most meaningful journeys aren't measured in miles

Guidance for every turn ahead

At Rides to Remember, every lap creates something lasting: joy, connection and hope.

At Trillium Partners, we believe the same principle applies to financial planning.

Whether you're building a business, preparing for retirement, supporting the causes you care about, or creating a legacy for future generations, thoughtful guidance can help you navigate every turn ahead.

As part of UBS, one of the world's leading wealth managers, we help individuals, families and business owners align their wealth with what matters most.

Because success isn't just about what you've built.

It's about what you're building it for.

Learn more about Trillium Partners

advisors.ubs.com/trillium



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Please visit
our website.



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RIDES TO REMEMBER

2026 SPONSORS



LLL EVENT RENTALS

As Atlanta's premier event furnishing and rental company, we offer the Southeast's largest selection of high-quality lounge furniture, perfect for both social and corporate events. Contact our knowledgeable sales representatives and tour our expansive 70,000-square-foot facility in Atlanta, GA.



ECCR

At Elite Ceramic Coating and Restoration, attention to detail and superior customer service is our priority. We have been proudly serving the Metro Atlanta area for over 25 years. Adding protection films, tinting, and ceramic coating are our bread and butter, and we're proud to deliver quality work.



VUE ATLANTA

VUE is Georgia's premier luxury lifestyle magazine, reaching the region's most affluent audience. With unmatched access to readers with significant spending power, VUE showcases prestige in lifestyle, real estate, and design. Combining print authority with growing digital engagement, VUE delivers a first-person perspective that connects discerning audiences to the finest experiences and brands.



SOAR MEDIA

SOAR Media Agency is a US Marketing and Advertising Agency providing branding, social media, graphic design, copywriting and all other marketing solutions locally and across the globe. We are dedicated to you and your business's success.



OFFICIAL
FERRARI DEALER
FERRARI OF ATLANTA

Ferrari of Atlanta founded Rides to Remember in honor of a family member diagnosed with neuroblastoma. What started as a small effort has grown into a community event that unites sports car enthusiasts each year, now on its 20th annual Track Day and 4th annual Gala. We're proud to host the event and support its charities. As a certified dealer serving Roswell and beyond, we offer custom new Ferrari orders, inspected pre-owned vehicles, transparent financing, and expert service with authentic parts.

RIDES TO REMEMBER AUCTION

SEPTEMBER 26, 2026

We are honored to have a wonderful Rides to Remember community dedicated to changing the course of cancer, one dollar at a time.



**CUSTOM PAINTING
BY ATELIER SEHAR**

Commission an original custom painting from Atelier Sehar, valued at \$3,000. Work directly with the artist to create a personalized piece designed for your space, resulting in a one of a kind work of art created especially for you.



**ROSWELL BARBELL
STRENGTH & MEMBERSHIP
PACKAGE**

Build strength with Roswell Barbell through four personal strength training sessions plus a three month membership. This package gives you expert instruction and continued gym access to help you stay consistent and work toward your fitness goals.



**A YEAR OF
BEAUTIFUL BROWS**

Keep your brows looking their best all year with Unique Thread, Wax & Sugar. Enjoy 12 professional brow shaping services, 12 brow stain services, and personalized brow care from a Senior Stylist, a package valued at \$500.



**ARNOLD PALMER
SIGNED GOLF FLAG**

Honor one of golf's most celebrated legends with this signed Arnold Palmer golf flag. This collectible commemorates the seven time major champion and his lasting impact on the sport, making it a standout addition to any golf collection.



**BRUCE SPRINGSTEEN SIGNED
"BORN IN THE U.S.A." RECORD**

Celebrate The Boss with a signed Bruce Springsteen "Born in the U.S.A." record display. Honoring one of rock's defining albums and performers, this collectible makes an impressive addition to a music room, office, or memorabilia collection.

RIDES TO REMEMBER AUCTION

SEPTEMBER 26, 2026



**2027 AMERICAN CENTURY
CELEBRITY GOLF
CHAMPIONSHIP**

Experience one of Lake Tahoe's premier summer events with a getaway for two to the 2027 American Century Celebrity Golf Championship.



**DOLLY PARTON SIGNED
ACOUSTIC GUITAR**

Honor the life and legacy of Dolly Parton with an acoustic guitar signed by one of country music's most beloved icons.



**BELLA TOSCANA: TUSCAN
ESCAPE FOR TWO**

Escape to the Italian countryside with a romantic four-night Tuscan getaway for two.



**SKYSCAPE GRAND CANYON
GLAMPING FOR FIVE**

Escape to the Grand Canyon for a three-night glamping adventure for five in a Grand Canyon Deluxe Sky Dome.



**BRIGHT LIGHTS & BROADWAY
NYC ESCAPE FOR TWO**

Experience three unforgettable nights in the heart of New York City for two.



**BALI BEACHFRONT
VILLA FOR 8**

Escape to Bali for seven nights in a private four-bedroom oceanfront villa for eight.



**JOHN DALY
GOLF EXPERIENCE IN
NASHVILLE**

Tee it up in Nashville with two spots in a private golf tournament hosted by John Daly.



SANTORINI VILLA FOR 6

Spend five nights in a private three-bedroom Santorini villa for six.



**2027 AT&T PEBBLE BEACH
NATIONAL PRO-AM FOR 2**

Experience one of golf's signature events with two all-day tickets to the 2027 AT&T Pebble Beach National Pro-Am on Friday and Saturday.



**BRITISH VIRGIN ISLANDS
PRIVATE VILLA**

Escape to Tortola for six nights in a private four-bedroom villa for eight.

CHANGING THE COURSE OF CANCER ONE DOLLAR AT A TIME

Two decades ago, Ferrari of Atlanta founded Rides to Remember in tribute to a family member diagnosed with neuroblastoma. This initiative has grown, with the dealership joining forces with Ferrari clients and sports car enthusiasts alike to raise funds for three beloved charities: Atlanta Ronald McDonald House, Camp Sunshine, and CURE Childhood Cancer.

**How will your donations
make a difference?**



ATLANTA RONALD MCDONALD HOUSE	DONATIONS
Support a family for one night	\$125
Support a family for two nights	\$250
Support a family for four nights	\$500
Support a family for 7 nights - (average stays per family)	\$875
Adopt a room - guest suite	\$5000
Adopt a room - 2 bedroom transplant suite	\$7000

CURE CHILDHOOD CANCER	DONATIONS
1 x counselling session for a patient, parent or sibling	\$100
30 x meals to hospitalized children and family members	\$200
3 x patients' prescriptions covered	\$500
22 x resource totes for newly diagnosed families	\$1000
50 x gas cards to assist families with transportation to hospital treatments.	\$2500
1 x child to participate in a potentially life-saving precision medicine study	\$5000

CAMP SUNSHINE	DONATIONS
Send welcome bags to 5 newly diagnosed camper families	\$100
Purchase arts and crafts supplies for our hospital based program, Sunshine 2U	\$250
Provide spa services for families who attend a Spa Night program at the Camp Sunshine House	\$500
Send a child to summer camp for a week	\$1000
Award a college scholarship to a cancer survivor	\$2500
Allow for 8 camper families to attend a Family Camp Weekend	\$5000



SCHEDULE

7:00 - 8:00 AM

Driver check-in at Ferrari of Atlanta

8:15 AM

Drivers queue for UBS Trillium Partners
police escort to Atlanta Motorsports Park

9:00 AM

Participant check-in opens at AMP

9:00 AM

Drivers arrive at AMP and enjoy a light
breakfast upstairs

10:00 AM

Opening announcements and car
selection

10:00 - 1:00 PM

Track laps with kids

11:00 - 1:00 PM

Lunch served

1:00 PM

Closing ceremony

UBS TRILLIUM PARTNERS POLICE ESCORT DIRECTIONS

PLEASE NOTE: FOR DRIVERS ON THE DAY ONLY



11875 ALPHARETTA HWY, ROSWELL
(Ferrari of Atlanta)

Start out going east on Alpharetta Hwy/GA-9/GA-120



Take the 1st left on to Wills Rd.



Turn left onto Mid Broadwell Rd.



Turn right onto Bethany Rd.



Turn left onto Providence Rd.



Turn right onto Freemanville Rd.



Turn left onto Mountain Rd.



Mountain Rd. becomes King Rd.
(Alpharetta PD Leave us here)



Turn right onto Highway 372
(Cherokee PD picks up here)



Turn left to stay on Highway 372



Remain straight across Highway 20 to remain on Highway 372



Take the first exit from the roundabout onto Highway 369 from
Highway 372



Turn left on Yellow Creek Rd.



Turn right off of Yellow Creek Rd onto Highway 53
(Cherokee PD leaves us)



Turn left onto Duck Thurmond Rd.



Turn right into Atlanta Motorsports Park



20 DUCK THURMOND RD, DAWSONVILLE
(Atlanta Motorsports Park)



DAWSONVILLE

YELLOW CREEK

FREEHOME

MOUNTAIN

FREEMANVILLE

PROVIDENCE

BETHANY

ALPHARETTA

WHAT TO EXPECT ON THE DAY



PHOENIX AMUSEMENTS

Phoenix Amusements is bringing even more high-speed fun to this year's Rides to Remember Track Day with two racing games for guests to enjoy. Take the wheel in the NASCAR Racing Simulator and put your skills to the test on the virtual track, or hit the water with H2Overdrive for an action-packed powerboat racing experience.



FACE PAINTING

Stop by the face painting station to choose a design and add a colorful touch to your Rides to Remember experience. Pick your favorite and let our face painter work their magic!



KING OF POPS

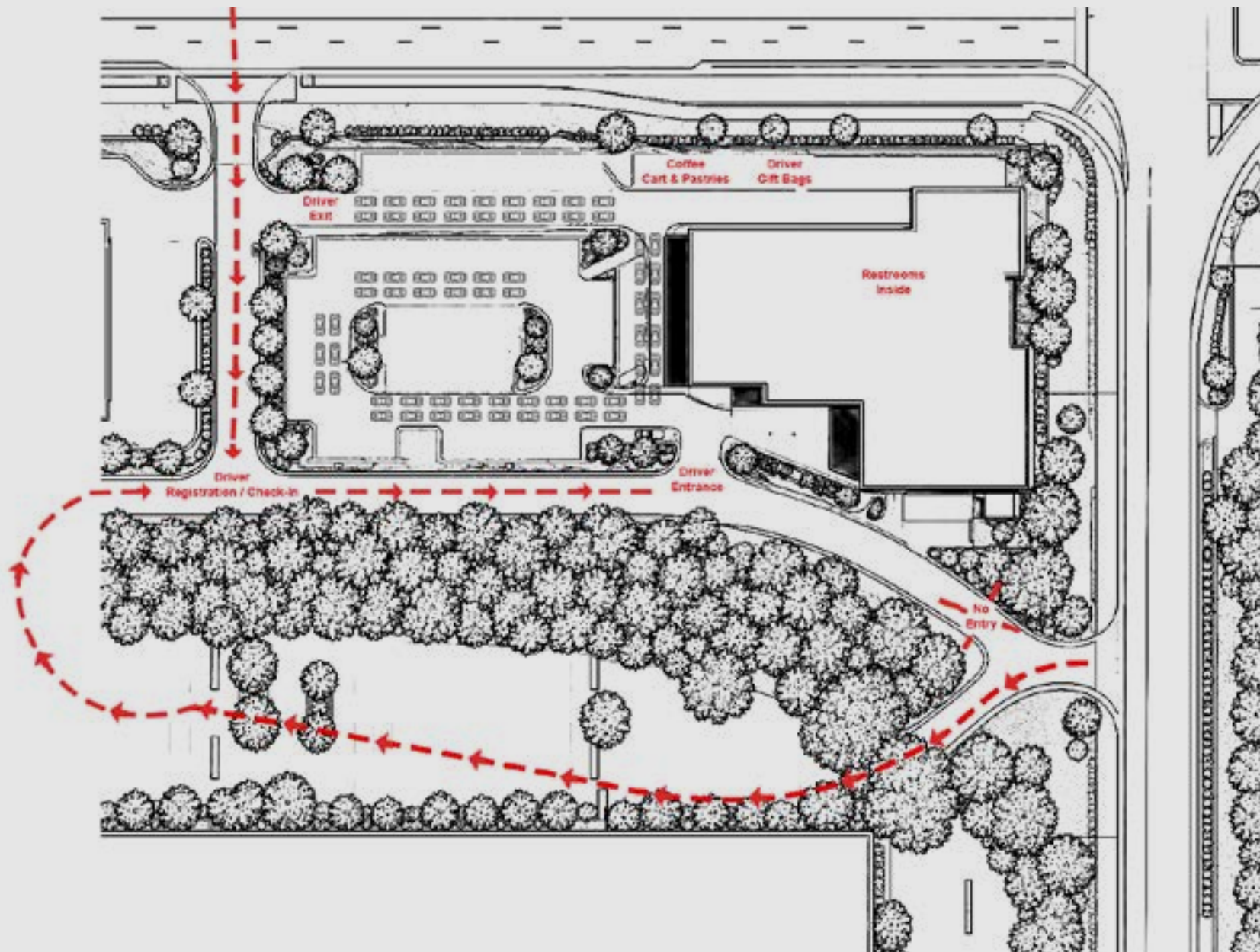
King of Pops began in 2010 in Atlanta with a humble pushcart and a dream. The company now eases across the South via carts, trucks, and walk-up bars. Its mission is simple: spark "Unexpected Moments of Happiness." Sustainable, locally sourced flavors and a playful spirit drive every pop—bringing joy to communities, one delicious treat at a time.



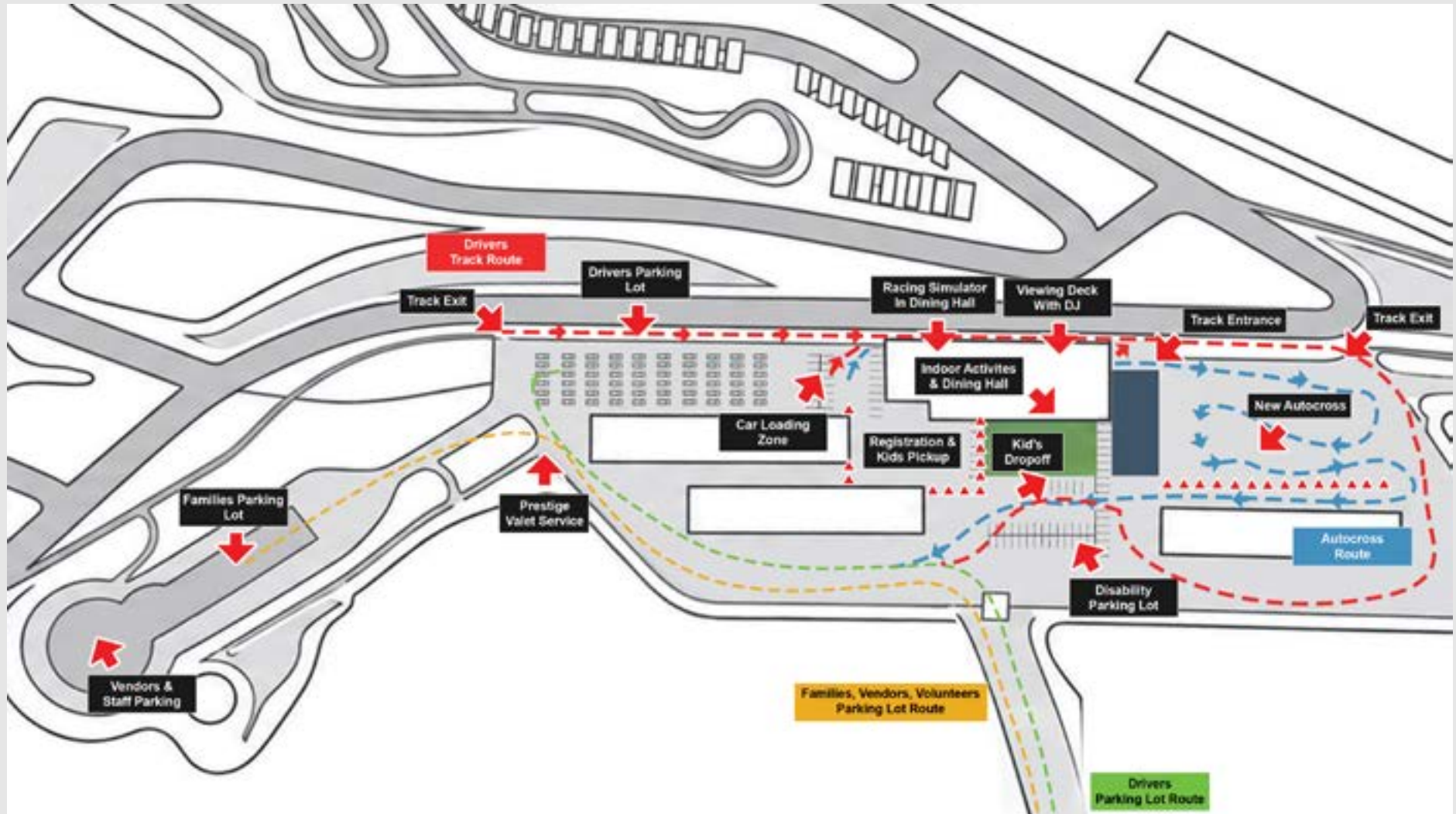
DJ

Get ready to dance! Our DJ will be spinning all the kids' favorite songs and bringing the party to Rides to Remember on the viewing deck. Have a favorite song you want to hear? Head over to the DJ and make a request!

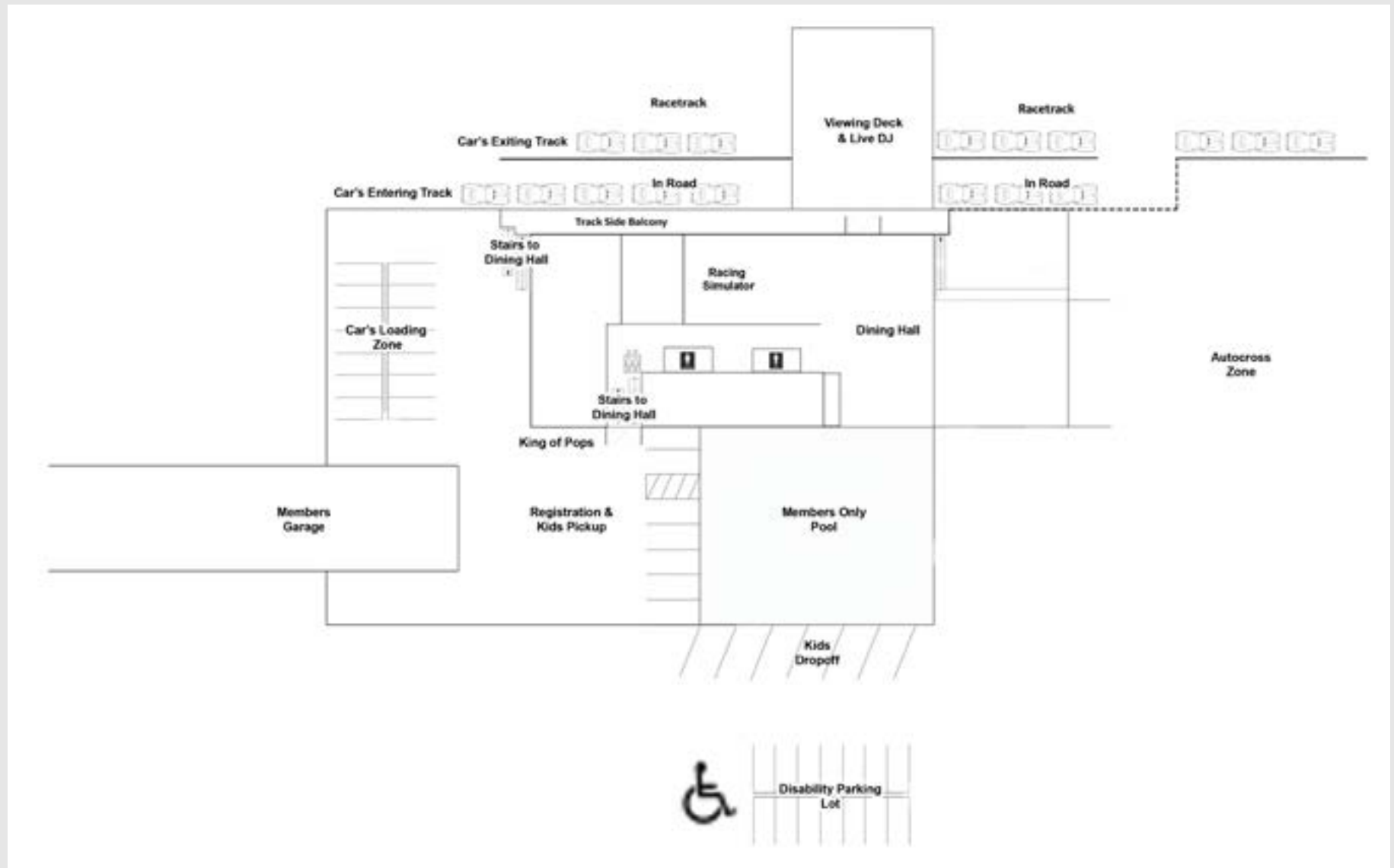
FERRARI OF ATLANTA MAP (applicable to drivers only)



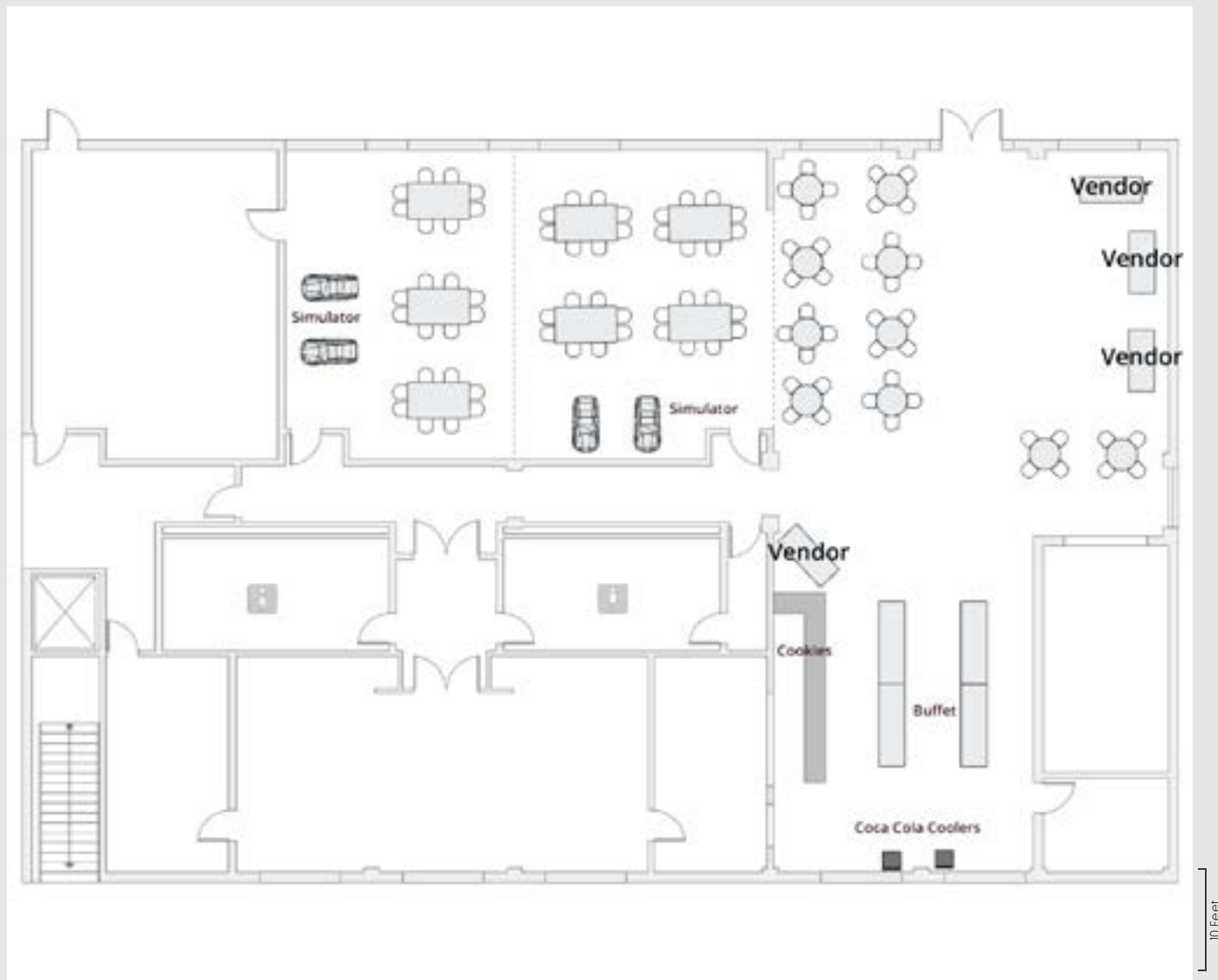
ATLANTA MOTORSPORTS PARK VENUE MAP



ATLANTA MOTORSPORTS PARK VENUE MAP



ATLANTA MOTORSPORTS PARK VENUE MAP





BREAKFAST MENU

Pastries

Bagels & Cream Cheese

Fruit

Coffee & Tea

LUNCH MENU

Handcrafted Burgers
(Veggie burgers available)

Smoky BBQ Pulled Pork Sandwiches

All-American Hot Dogs

Creamy Macaroni & Cheese

Classic Potato Salad

Crisp Homemade Cole Slaw

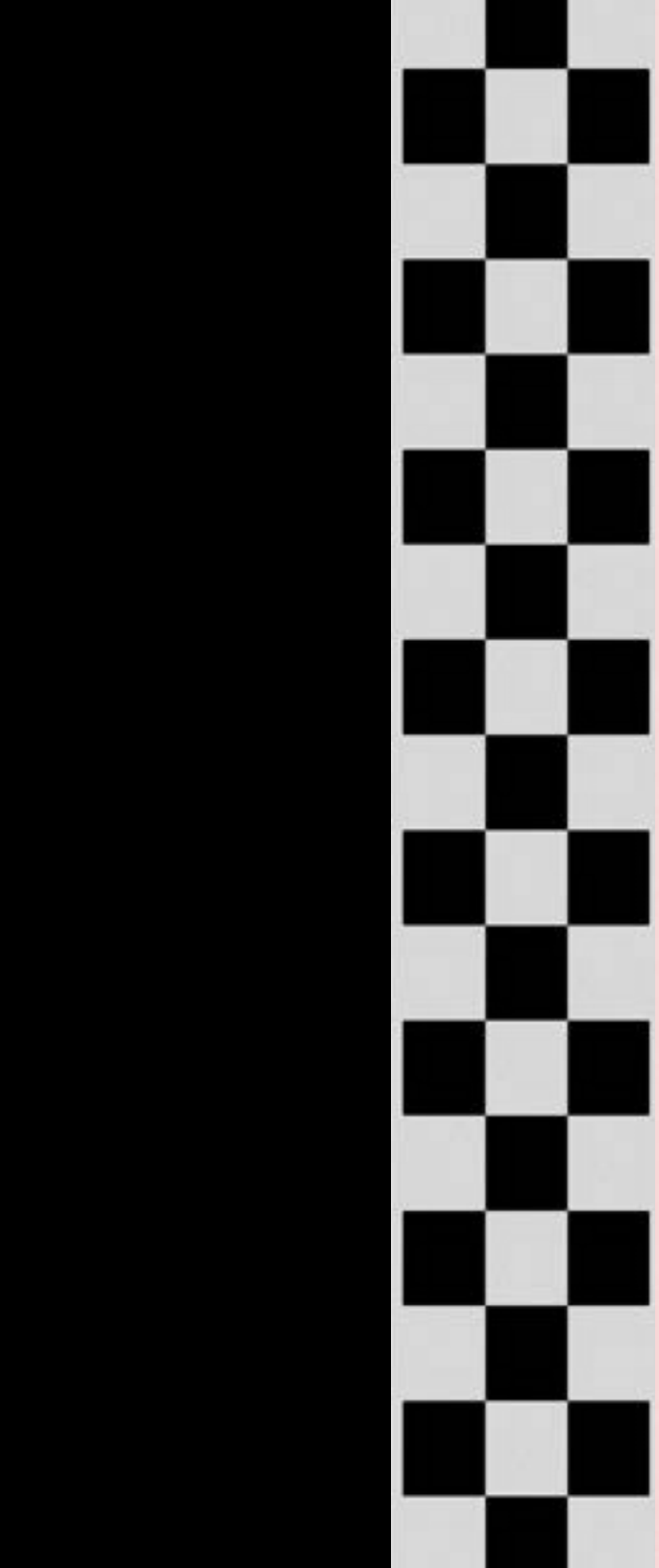
Fresh-Baked Assorted Cookies



WAIVERS

We are so excited to be back at the track! Before we get there, however, we have to obtain liability waivers for all attending guests.

For faster check-in day of, email info@ridestoremember.org if you have not submitted waivers for each person in your party.



DRIVERS' MANUAL

**THANK YOU FOR SIGNING UP TO BE A DRIVER.
WE COULD NOT HAVE THIS EVENT IF IT WEREN'T FOR YOU.**

A COUPLE “HOUSE-KEEPING” NOTES:

- ➞ Gates will open at the Ferrari of Atlanta dealership at 7:00 AM for drivers. Check-in, coffee, and waiver signage.
- ➞ Please arrive with a full tank of gas.
- ➞
- ➞ Speed limit is capped at 55 MPH on the AMP track.
- ➞ Under no circumstances may drivers “rubber-band” or “sling-shot” in order to exceed more than 55 MPH.
- ➞ Please bring photo ID to the check-in desk to verify identity.
- ➞ Please note we have a NEW Activation this year with the Rides Autocross
- ➞ Please pay careful attention to the new AMP Map as everything has moved

FAQ'S

WHERE DO I SIGN IN?

After parking, you will find a check-in desk on the south paddock, if you walk around the pool on the right side. PLEASE NOTE: this only applies to AMP check-ins not drivers!

WHERE ARE THE RESTROOMS?

There are restrooms on both the ground floor and upstairs where the event is activated. The ground-floor restrooms can be accessed when you enter the door from the south paddock and pass the winding staircase into the hallway. Men's restrooms are down the hallway on the left and women's restrooms are further down that same hallway on the left. If you are upstairs, go inside from the observation deck. On your right, you will see a hallway. Follow the hallway down till you see the restrooms on the left.

WHO CAN RIDE?

We encourage everyone to ride. However, Rides to Remember is not responsible for the age of passengers riding. Every child is required to have a signed parent consent liability waiver before entering the event.

IS THERE FOOD AVAILABLE?

Yes, please see page 17 for details on the food provided at this year's Rides to Remember.

HOW MANY TIMES CAN MY CHILD RIDE?

As long as the children respect the line and opportunity for others to ride, there is no limit on how many rides they can take by 1:00pm.

WHAT IF I SHOW UP LATE?

If you are running late and won't arrive at the Ferrari dealership before 8:00am, please proceed straight to Atlanta Motorsports Park. Registration at AMP will be available from 9am to 11.00am.

WHERE DO I PARK?

Parking is located to the left of the venue at the skid pad. Prestige Valet is on site to assist in parking your car. Appropriate signs will be onsite to direct you where to park.

IS THE PARK WHEELCHAIR ACCESSIBLE?

Everything on the outside of the building is flat. There is an elevator up to the second floor in the clubhouse.

DO PARENTS GET TO RIDE?

Anybody is open to ride, with children receiving priority.

WHAT IF MY NAME IS NOT ON THE REGISTRATION?

We are not accepting late registration. If you did not reconfirm your registration by September 15th, you will need to visit the event next year. If you are unsure please email info@ridestoremember.org.



CONTACTS

Families, Volunteers, & Drivers Coordinator

Moriah Deal
404-940-8051

Sponsor, VIP Coordinator & Vendor Coordinator

Olivia Malifa
404-903-2567