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4/30: Cannonball Charity Run in Phoenix

by Jessica VanZalen - Apr. 26, 2010 10:15 AM
The Arizona Republic

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Bust out your Burt Reynolds mustache and get ready to hit the road.

CANNONBALL PHOENIX SPREE

When: Registration begins at 5 p.m. Cocktail reception begins at 6 p.m.

Where: Radisson Fort McDowell, 10438 N. Fort McDowell Road, Scottsdale.

Admission: Free for spectators.

Details: tourecco.com.

Car lovers are already revving their engines for the inaugural event of Elite Car Cruising Organization's Cannonball Phoenix Spree.

Attendees will witness the kickoff to a wild road run from Phoenix through Payson and Sedona to historic Route 66 in Flagstaff. The event is named after the 1976 film starring David Carradine.

"We wanted to come up with something that was [entertaining](#) and humorous. It's kind of a parody," said founder Stephanie Finnegan. "There are so many upscale rallies that we wanted people to show their cars and to be like kids and have fun with it."

The Batmobile, Knight Rider's KITT, the Duke's of Hazzard sheriff's car and more will be in attendance.



ECCO founder Stephanie Finnegan says the event was created from a combination of a love for cars and wanting to help local military families.

"My best friend is married to an active-duty Marine and he is currently deployed overseas for the sixth time. We were talking and she said it would be great if I could put an event together that would support our troops," Finnegan said.

"Her 4-year-old was jumping off the couch yelling 'cannonball!' and we thought, 'What if we could do a spin of the movie?'"

And from there, the elaborate Cannonball event was born.

Proceeds benefit Operation Homefront of Arizona that helps support military families. "We are huge military supporters and they've been really supportive of us," Finnegan said. "This is our first charity event and every event we do from now on will go to benefit them."

Charlie Ferer, a Lamborghini owner since 2000, is bringing his Lamborghini Murcielago. He said he is excited to see all of the cars that will be participating and contribute to the charity.

The event kicks off at the Radisson Fort McDowell where race participants and attendees can bond, [listen to music](#) and party the evening before the rally, which kicks off the following morning.

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Drivers rev their engines in anticipation for the upcoming Elite Car Cruising Organization's Cannonball Charity Run.

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