

# VICTOR

FLY SMARTER

## CANNONBALL RUN RALLIES DOWN EAST COAST FOR A CAUSE & TRAVELS TO CUBA

### WITH JET CHARTER SPECIALIST VICTOR

**NEW YORK, NY (Tuesday, October 11, 2016)** - After recently surpassing their centennial milestone, [Cannonball Run](#) will launch its 2016 car rally with a special kickoff event and entertainment on October 14 in Lenox, MA, and culminate in a parade of 60-70 exotic cars from Stock Island down to world famous Duval street on October 21 in Key West, FL. Celebration of the world's oldest car rally will continue in Havana thanks to [Victor](#), the world's largest on-demand private jet marketplace.

The Cannonball Run team has planned an off-the-beaten path route featuring magnificent views and small town visits that highlight the true beauty of America's East Coast, emphasizing the value of the driving experience over the speed of the ride. The rally will visit the following destinations:

- October 14 – Lenox, MA
- October 15 – Hershey, PA
- October 16 – White Sulphur Springs, WV
- October 17 – Robbinsville, NC
- October 18 – Atlanta, GA
- October 19 – Amelia Island, FL
- October 20 – Palm Beach, FL
- October 21 – Key West, FL
- October 22-24 – Havana, Cuba

Through the sale of a special VIP experience in partnership with jet charter specialist Victor on [IfOnly.com](#), a platform curating a selection of unique luxury experiences with proceeds going charities, Cannonball Run is driving for a cause – giving back to local organizations making a social impact along the car rally route. Charities include [Team Comeback Kids](#), the [Brock Yates Tribute Fund](#), and the [Lizt Alfonso Academy](#).

On October 22, the 'Cannonballers' and those who purchased the exclusive If Only package will jet off to Cuba on a private 737 – thanks to Victor's seamless hi-tech, high-touch private jet charter offering – for two days of music, dancing, eating and adventures in Havana. Special guests can also experience Victor's bespoke [Art of Curated Travel](#) program in Cuba, in partnership with Cuban Educational Travel – the program creates highly unique cultural experiences to compliment Victor's innovative, transparent charter.

For more information about Victor, please visit [www.flyvictor.com](http://www.flyvictor.com). For more information about Cannonball Run and this year's events, please visit [www.cannonballrun.com](http://www.cannonballrun.com).

**The Victor VIP experience is available for purchase on IfOnly.com until October 13 -**

<https://www.ifonly.com/adventure/product/17499/join-the-cannonball-run-rally-in-key-west-and-jet-to-cuba-for-the-finish-line-finale>

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### **About Victor ([www.flyvictor.com](http://www.flyvictor.com))**

Victor is revolutionizing the private jet charter industry as the only fully-transparent, globally on-demand marketplace not requiring its members to pay upfront fees. Members are able to swiftly check pricing options, aircraft specifics and amenities before booking the flights they need. Victor's unique combination of smart technology, transparency and exceptional customer service, provided by a dedicated 24-7 team, means that its members – with access to thousands of aircraft via a network of over 200 partner operators – are always connected and in control. Victor, the fastest-growing on-demand private jet charter company in the world, has achieved four-year average sales growth of 139% per annum. The company has also ranked number 15 in the 2016 Sunday Times Heathrow Export Track 100, number 20 in the 2016 Sunday Times Hiscox Tech Track 100 (following a similarly high placement in 2015), and in 2013 was honored at the Walpole British Luxury Awards as the 'Brand of Tomorrow'.

### **About Victor Champions**

Victor, the world's largest on-demand private jet marketplace, has a mission to move and empower influential people shaping our world today. Complimenting that mission Victor Champions is a special philanthropic platform to do social good in the sky, supporting a variety of signature projects developed in partnership with non-profit organizations around the globe. By engaging with exclusive brands, partners and ambassadors, as well as its own members, Victor creates powerful travel experiences built around everything from seamless charter support for global charitable events to bespoke donor programs.

### **About Cannonball Run Rally (<http://www.cannonballrun.com>)**

Cannonball Run has just passed its 102-year anniversary and is the oldest road rally in existence. Cannonball's history is about more than setting cross country records, it's about man and machine and our insatiable appetite to conquer the open road. The 2016 rally route provides full concierge service for each participant complete with first class hotels and chef-prepared meals, well-planned driving routes and backroads, plus seamless, hi-tech and high-touch private jet travel to an expertly curated Cuba vacation. Organized by partners with more than 48 years of combined rally experience, Cannonball Run Rally sets itself apart from the rest to carry on the legend.