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Cincinnati Boys & Girls Clubs Student Drives “Sharkboy” Car in Soap Box Derby

The Soap Box Derby is back in Cincinnati on Saturday, June 21, when youth, ages 8 -17, will race their cars down the Gilbert Avenue hill.

Corporate sponsors are supporting individual drivers from the Boys & Girls Clubs of Greater Cincinnati. Willow Creative Group has been a corporate racer since the rebirth of the Derby two years ago. This year, they are loaning their Sharkboy soapbox car to Brandon Reising, a seventh grade student from the Espy Boys & Girls Club.

Brandon said this is the “coolest” activity that he’s participated in through the Boys & Girls Club, and he is confident and excited about driving Sharkboy car. “I’m ready,” he said.

“This is right up Brandon’s alley,” said Liz Mitchell, director of the Boys & Girls Clubs of Greater Cincinnati. “When he comes to club, he’s constantly tinkering with his bike and working on mechanical things. When we asked him if he wanted to drive the car for the Soap Box Derby, all he said was ‘Yes!’”

Twice as many drivers are participating this year - nearly half of whom are drawn from the center of the city. Doug Newberry, spokesperson for non-profit Soap Box Derby, Inc., commented on the diverse participation and support that has continued to grow over the past two years ago. “The corporate sponsorships have made racing available to a wide range of youth,” said Newberry.

Excitement about soap box car racing isn’t contained in Cincinnati. Other cities across the country and around the world have joined in the fun. Louisville’s sophomore run was this year, where the Sharkboy car made its debut earlier this month.

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The Boys & Girls Clubs of Greater Cincinnati provide daily afterschool and summer programming for over 11,000 children between the ages of 6 and 18 at seven locations in Cincinnati and Northern Kentucky. As the region’s premiere youth development agency, the Boys & Girls Clubs strive to provide a safe, positive and fun environment focused on enrichment activities in arts, education, sports, leadership development, and health, including a free daily hot meal. Club membership is free with a completed application.