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Father-and-Son Duo Participates in FIREBALL RUN

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SARASOTA, Fla. – Hunter Norton, an attorney at Shumaker, Loop & Kendrick, LLP, and his father Roger Norton, are participating in the season 8 FIREBALL RUN America's Frontier, an online reality-filmed entertainment series, throughout the U.S. from September 26 through October 5 to raise awareness for missing children.

Hunter Norton bid on and won the package at the Forty Carrots Firefly Gala as a 64th birthday gift to his father. The duo will fly into Frisco, Texas on September 25, the day of his father's birthday. The event will conclude in Roger's hometown of Independence, Mo.

Driving a 2014 Chevrolet Camaro, Team 16 has been assigned and will raise awareness for Juliana Jimenez, a missing child from Tampa. Jimenez, age 15, has been missing since November 8, 2013.

Hunter Norton hopes to raise awareness that could inspire someone to come forward with new leads for police. "Not only will this be a great event for my father and me, personally, but it is great to know that we will be spending time together while raising awareness about these missing children."

Since 2007, FIREBALL RUN has been The Most Epic Adventurally in America®. In this gripping eight-day, 2,000-mile, life-size trivia game, America serves as the game board. The action is captured live, on streaming video and as a 25- episode?series.

Unlike reality TV, FIREBALL RUN is authentic and real where 40 celebrity and aspirational driving teams compete for bragging rights, a greater cause and a plastic road sign while raising awareness for missing children.

To move about the country and score, teams solve clues and accomplish tasks based on area, points of interest, history and culture. Often referred to as "the most fun you will ever have, doing the most important thing you've ever done," every team is assigned a missing child from their home of origin and tasked with distributing posters. The effort annually distributes 65,000 posters across America and has aided in 43 recoveries since 2007. Child Rescue Network serves as the shows official charity.

The event is streamed live. Supporters and fans can track team locations via live GPS by AmberAlertGPS at

www.fireballrun.com/live. All seasons and all episodes are all available online at www.fireballrun.com.

Other notable Season 8 participants include Shuttle Astronaut, Jon McBride; Pro Rodeo Champion, Kelly Kaminski; Miss Rodeo America 2008 / RFD TV Host, Amy Wilson; 10-time WPRA World Champion Roper, Jackie Crawford; Ohio State Representative Marlene Anielski; Missouri State Representative Steve Lynch; Frisco, Texas Mayor Maher Maso; Lake Placid, N.Y. Councilman David Jones; Frisco, Texas Councilman John Keating; Honorable Debe Terharl; Dragster drivers, Elaine Larsen and Marisha Falk; Alfred-State University Dean Craig Clark; noted author Theresa Flores; renowned cardiovascular surgeon, Dr. David Vanhooser; Orlando Film Festival executive director, Dan Springen; CNBC Car Chasers Jeff Allen; and Stunt director Artie Malesci.

Participant vehicles range from the Delorean Time Car from "Back to the Future", the Rally Fighter from Transformers: Age of Extinction, 1978 Rolls Royce, Aston Martin DBS, Bentley Continental GTC, Ferrari 458 Italia, 1972 Ford Ranchero, 1976 Chrysler Cordoba, Hennessey Camero and representation from Ford, BMW, Mercedes, Porsche, Dodge, Hyundai, Land Rover and Honda.

About Shumaker, Loop & Kendrick

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