



Project Speed's Denise Mueller-Korenek Announces September Return to Bonneville Salt Flats in Attempt to Smash Overall Paced Bicycle Speed Record

“Denise Korenek has extraordinary power, but her spirit is the key to her success. The unique combination is why she was able to set the Women’s Paced Bicycle Speed Record in 2016. Now she returns to smash the Men’s Record” – John Howard, Olympic Cyclist, Cycling Hall of Famer, Winner Hawaii Ironman, Race Across America (RAAM)

SAN DIEGO, CALIF. – June 28, 2018 – On September 15, Project Speed’s Denise Mueller-Korenek will attempt to re-write cycling history by setting the overall paced bicycle speed record at the world famous Bonneville Salt Flats in Utah.

Project Speed is one woman’s story of athletic empowerment. In 2016, Korenek became the first woman in cycling history to attempt and succeed in setting a paced bicycle land speed record at 147.75 mph on the Bonneville Salt Flats. Korenek is recognized by the Guinness Book of World Records as the women’s Paced Bicycle Speed Record holder. But that’s not enough – Korenek now is driven “to become the Fastest!” person – woman or man on a bicycle. She describes the moment when the concept of being the first woman to set a Land Speed Record on a bicycle was presented as an epiphany similar to the explosiveness of “a match being thrown on gasoline.” There was no looking back. Now, she has her sights set on breaking the overall record of 167 mph set by Fred Rompelberg in 1995.



In a twist to the record chasing endeavor, Project Speed will be using the same rail dragster that was used by Fred Rompelberg in 1995 to set his record of 167mph. Having been in storage for the past 23 years, Project Speed is renovating and overhauling the 26 foot rail dragster 1000 horse power methanol fueled engine to current safety standards.

At 45 years old, Korenek, is the mother of three boys, and President/CEO of Rancho Santa Fe Security Systems in Encinitas, Calif. She is passionate about encouraging women to follow their dreams. In her limited spare time, she is involved in numerous community service organizations, including Rotary & Soroptimist.

Denise's motto is "There is a fine line between living as if this is your last day on earth, and planning for your future. I choose to dance, sing and play on that fine line and live without regrets." Denise says she had "unfinished business at the Salt Flats" and is coming back in 2018 to "make her mark in the history books."

She is coached for this historic endeavor by three-time Olympic Cycling Hall of Famer John Howard, who prior to Rompelberg, had set the cycling world speed record in 1985 of 152 mph, also at Bonneville.

In addition to being Korenek's coach, Howard is also her biggest fan and vocal supporter. "Denise is the highest wattage woman cyclist I've seen in my 40 years bike racing and coaching. She is an amazing bike handler, and has been on the podium numerous times including at the World Championships in downhill mountain bike racing," said Howard. "To reach her goal of smashing Rompelberg's record, Denise will need to bring total passion, extreme precision, and persistence to have a historically successful ride across the Salt Flats."

Project Speed sponsors include KHS Bicycles, SD Wheel Works, National Monitoring Center, Primal Wear, Siren's & Titans Fitness and InnerOptimal to name a few.

Vimeo link to watch the 2016 Project Speed's setting Women's Record is here – <https://vimeo.com/266377345>

For information on Project Speed sponsorships, and more information and to watch a video explaining Project Speed, go to TheProjectSpeed.com or email Denise@TeamFireCycle.com. Follow Denise on **Facebook, Twitter & Instagram** @firecycle.

#