



FOR IMMEDIATE RELEASE

FURTHER INFO:

Kymerly Brantigan
Performance PR Plus
(704) 377-8727
kbrantigan@pprplus.com
www.performanceprplus.com

DRIVER ADVANCEMENT SUMMIT 2009 SPEAKERS INCLUDE EXECUTIVES FROM NASCAR, DIRT RACING, SPEED TV; LOGANO DEVELOPMENT CREW CHIEF

CHARLOTTE, N.C. (November 10, 2008) – The second annual Driver Advancement Marketing Summit, scheduled January 24–25, 2009, will be comprised of motorsports industry leaders who will speak on issues most critical to off-track development of race car drivers seeking to pursue a professional motorsports career.

Jim Hunter, NASCAR vice president of corporate communications and one of the most accomplished professionals in all of motorsports, will discuss NASCAR's various developmental series and share invaluable information for drivers looking for opportunities to "make it" in the sport.

Beginning as a sports writer and later serving as president of Darlington Raceway, Hunter has held several positions in NASCAR including vice president of administration and vice president of NASCAR's Regional Touring and Weekly Racing Series. His passion for grassroots racing, together with a lifetime of experience at all levels of motorsports and a great sense of humor, makes Hunter ideal for speaking to ambitious drivers about how to rise through the ranks.

The Driver Advancement Marketing Summit is a service project of Performance PR Plus, the motorsports marketing and public relations agency best known for handling DuPont Motorsports marketing activation and Jeff Gordon's public relations for the last 16 years.

"It is important for us to choose the topics that are important to drivers who race in various series around the country and then choose the experts in the industry who can offer the best information, examples and advice to provide real insight as to what drivers' next career steps might be," said Kymerly Brantigan, president of Performance PR Plus.

Brantigan emphasized that to protect the integrity of the Summit, speakers and Performance PR Plus will not seek to sell any type of product or service, and there is no title sponsorship. Speakers also are not selected on name recognition but are chosen based only on their experience and what they can offer.

Other speakers include Tom Deery, CEO of DIRT Racing and one of the leading “grassroots-to-professional-racing” industry leaders. Having grown up and promoted his family’s Rockford (Ill.) Speedway and then managing NASCAR’s weekly racing series, Deery will lend a perspective and provide advice from his experience at all levels.

SPEED TV’s Ray Dunlap, who interviews many rookie and veteran drivers alike in covering NASCAR’s Truck Series and ARCA, will talk about interviewing and how drivers represent sponsors in front of the camera and through public relations efforts. Dunlap will offer specific examples and will demonstrate interviewing techniques.

Tony Blanchard is the former crew chief for Joey Logano in both the ASA and USAR Pro-Cup Series; he worked with the Joe Gibbs Racing driver development program, and currently owns and operates TB Development in Mooresville, N.C., which specializes in working with young up-and-coming drivers in stock car racing. Blanchard will talk about Logano’s career path as he went from local driver to NASCAR Sprint Cup Series rookie. He will discuss what drivers should look for in a driver development program, and will highlight the significance of not skipping important steps while working to move through the ranks.

USAC driver and 2008 Driver Advancement Marketing Summit attendee Jeremy Frankoski will return this year to speak about what he learned in last year’s summit and how he applied it which led to increased opportunities including a working relationship with 2008 Daytona 500 winner Ryan Newman.

A to-be-announced professional from a NASCAR race team will speak about their organization’s driver development program and how drivers are selectively chosen. Additionally, a tba sponsor representative is expected to talk about why companies sponsor motorsports, what kind of return they expect, and will examine and give examples of effective sponsorship proposals.

Speakers from last year’s summit included professionals from Hendrick Motorsports, Roush-Fenway, FOX TV, ASA, General Motors Racing and Lowe’s Home Improvement.

The Summit once again will be held at Victory Lane Karting Center, and at the conclusion, attendees will be able to compete on the track. For more information and a full list of speakers or to register for the Summit, please visit www.performanceprplus.com and click on the Driver Advancement Marketing Summit link or call 704-377-8727.

###