

PRESS RELEASE

PRO RACERS LAUNCH LA SCHOOL OUTREACH – KENNEDY HIGH SCHOOL, GRANADA HILLS, CA

FOR IMMEDIATE RELEASE

HOLLYWOOD, CA
SCBA # 725708-692 PU

WHO:

Newly-crowned 2009 Sports Car Club of America Pro Racing SPEED World Challenge Series Winner, Brandon Davis, of Orange County, California, is set to launch a new pro racer outreach into Los Angeles schools.

Davis will be the first Racers Who Care spokesracer to share his personal Quick Tips on Winning in Life with L. A. area students, at Granada Hills' Kennedy High School, under a newly-developed, ongoing, racer presentation program launched in partnership with Champions USA under the auspices of the Los Angeles Unified School District's Beyond the Bell program through its 21st Century ASSETS grant.

Along with Davis, other RWC pro racers will be making personalized presentations throughout the School District that will center on key universal truths they have learned through their own experiences while negotiating potholes, roadblocks and barricades on their individual roads to motorsports success. RWC calls the presentation program *Quick Tips on Winning in Life*, which are applicable to all children and teens regardless of age, cultural background, or life experience: find something to do in life that you really love, study, learn the art of teamwork, find a mentor, take the long view, be flexible with your dreams and goals, avoid the path of least resistance, and more.

WHEN:

3:00 P.M., MONDAY, NOVEMBER 9, 2009

WHERE:

**JOHN F. KENNEDY HIGH SCHOOL
11254 GOTHIC AVE.
GRANADA HILLS, CA 91344**



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TIMESCOPE



BE FLEXIBLE WITH DREAMS AND GOALS!

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WHY:

THE QUICK TIPS ON WINNING IN LIFE RACER PRESENTATIONS TO CHILDREN'S GROUPS, SCHOOLS, HOSPITALS ARE AN AVENUE THROUGH WHICH PROFESSIONAL RACERS CAN GIVE BACK TO THE COMMUNITIES WHERE THEY LIVE AND RACE, BY INSPIRING, AFFIRMING, EMPOWERING, AND FUELING THE DREAMS OF CHILDREN AND TEENS.

BRANDON DAVIS

Winner of the 2009 Sports Car Club of America Pro Racing SPEED World Challenge Series, Orange County, California's Brandon Davis co-drives with his father, Mike Davis, in their Speed GT Class #10 ACS Express Ford Mustang Cobra, sponsored by Sun Microsystems and Applied Computer Solutions.

Davis began racing go-karts at age seven, and turned to SCCA regional competition at 16. His first professional competition, in 2004, was in a Portland Infineon SPEED World Challenge race. He scored an impressive eight top-10 finishes in his first 11 races during his 2005 rookie SPEED World Challenge season, finishing fourth in the overall Championship and taking Rookie of the Year honors.

He beat his own teammate, Eric Curran, to score his first SPEED World Challenge win on his home track during the Grand Prix of Denver, taking the closest finish in Series history, 0.005 seconds. Davis began co-driving with his Dad's team in 2007, showing well in Speed GT SR competition.

Off-track, Brandon works in business marketing and drives a BMW out on city streets.

BEYOND THE BELL: LOS ANGELES UNIFIED SCHOOL DISTRICT

Guided by a belief that every LAUSD student should have a safe place to be, before and after school, under the supervision of responsible, caring adults, and working with funding working from 21st Century ASSETS grants, the LAUSD's Beyond the Bell program collaborates with community partners to ensure student access to high

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quality education, enrichment, and recreation programs beyond the traditional school day that engage and inspire learning and achievement, and promote social, emotional, and physical development.

Beyond the Bell coordinates and oversees all LAUSD Extended Day Programs lending coordination, support, guidance and leadership to all the programs operating beyond the traditional school day, before and after-school and on weekends, with the exception of Adult School.

CHAMPIONS USA

CHAMPIONS: Adventure, After School and Sports Programs (or Champions USA) works with children and teens, utilizing innovative programming in outdoor education, adventure retreats, after school enrichment, and physical education to increase self-confidence, communication skills, teamwork, and a sense community. Focus centers on effort rather than ability and enjoyment rather than winning, as a means of elevating the Champion inside each young participant.

Formed in May, 2001, under the name GOOD SPORTS PLUS, Champions USA was the dream of two avid athletes and outdoorsmen, Gary Lipsky and Brad Lupien, who saw the lack of quality programs in Los Angeles as an opportunity to pursue a profession that was a passion.

Champions USA works with many private, public, and charter schools, churches and synagogues, as well as with several municipal Recreation and Parks Departments and Unified School Districts. The organization is headquartered in Los Angeles and, through its Boston office, is very active in the Northeast.

RACERS WHO CARE, INC.



Racers Who Care, Inc., is a Los Angeles, California-based 501c3 charitable corporation that has worked with auto, boat, motorcycle and truck racers dedicated to making a positive difference for our next generation.

In Southern California and across the U.S., in communities surrounding their tracks, RWC's racers have unforgettably impacted kids with exciting observations on how to succeed, presented by people who have -- very publicly, and in a field perceived as ruthless, tough and unforgiving.

Presentations center on key universal truths RWC calls *Quick Tips on Winning in Life*, applicable to all children and teens regardless of age, cultural background, or life experience: find something to do in life that you really love, study, learn the art of teamwork, find a mentor, take the long view, be flexible with your dreams and goals, avoid the path of least resistance, and more.

Because of knowledge gained through learning the attaining skills and becoming leaders in their field, positioned to fill a void in youngsters' general



ropes of racing, racers are uniquely education between

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what they learn in school and what they need to know as they approach the realm of adulthood and entering the workplace, how to: establish working relationships, develop coping skills, locate mentors, and other key practicalities.

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FURTHER INFORMATION:

WWW.LAUSD.K12.CA.US/KENNEDY_HS

WWW.LAUSD.NET

WWW.CHAMPIONSUSA.COM

WWW.ACSEXPRESS.COM

WWW.SUN.COM

WWW.ACSACS.COM

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