

REVISED MEDIA ALERT



© 1997 RACERS WHO CARE, INC.

NEW LOCATION/ADDITIONAL RACER: DOMINIC CICERO AND BRYAN SELLERS TO SHARE QUICK TIPS ON WINNING IN LIFE AT LONG BEACH, CA, BARTON ELEMENTARY SCHOOL

FOR IMMEDIATE RELEASE



HOLLYWOOD, CA
SCBA # 725708-692 PU

WHO:

Racer Who Care spokesracer and American LeMans Series competitor, Dominic Cicero, and his Falken Tire Corporation teammate, Bryan Sellers, are to make a Quick Tips on Winning in Life presentation, based on their own experiences while negotiating potholes and roadblocks on their individual roads to career success, with students at the Long Beach's Barton Elementary School.

They will be in Long Beach to compete in the ALMS competition at the Toyota Grand Prix of Long Beach, and will be guests at Barton of the Long Beach Boys & Girls Club's after school program

WHEN:

3:00 P.M.
FRIDAY, APRIL 10, 2009

WHERE:

BARTON ELEMENTARY
1100 EAST DEL AMO BOULEVARD
LONG BEACH, CA 90807-1010
562/984-5829

CONTACT:

OSCAR HERNANDEZ
BOYS & GIRLS CLUB, LONG BEACH
562/595-5945

TELESCOPE



**BE FLEXIBLE WITH DREAMS &
GOALS!**

KIDS COUNT!

MEDIA ALERT

NEW LOCATION/ADDITIONAL RACER: DOMINIC CICERO AND BRYAN SELLERS TO SHARE QUICK TIPS ON WINNING IN LIFE AT LONG BEACH, CA, BARTON ELEMENTARY SCHOOL
PAGE TWO

Portland-based Cicero competes with Team Falken Tire, in their GT2 Class Porsche 911. For some years, Cicero has been a consultant for all major car and tire manufactures in development and promotion of pre-production vehicles and products, providing input that is used to design better products and to introduce the products to dealers and the public.

Most recently, he competed with Stevenson Motorsports, in their Crawford Z06 Corvette. For several years, Cicero competed for Westernesse Racing LLC in Europe, North America and throughout the world progressing from junior Formula's (Formula Renault) to (Renault V6) (Sub F1). Additionally, he served in Le Mans, France and Portland Oregon as a professional factory racing driver and official spokesperson for ELF Oil and Renault Car Company.

Cicero competed throughout Europe and Asia in the Formula Campus Classification, and was ranked as high as 4th in the Championship Series, with three races remaining, but pulled out of contention to take care of his Father.

Cicero's Team Falken Tire teammate, Atlanta, Georgia-based Bryan Sellers, was eight years old when he climbed into his first racing kart. He has enthusiastically pressed pedal to the metal ever since. He won the 1998 World Karting Association National Championship; and posted two Star Mazda Series victories. He scored the 1999 Skip Barber Midwestern Region Championship and Rookie of the Year recognition, with 15 wins. Seven wins and a second place finish took him to the 2000 Skip Barber National Championship. Sellers then won the 2002 Formula Ford Zetec Championship with seven poles, eight wins and 10 podiums. In 2004, he placed fourth in the Toyota Atlantic Championship, with three podiums.

WHY:

Racers Who Care, Inc.'s 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.

Founded in 1993, Racers Who Care is a Los Angeles, California-based group of motorsports professionals dedicated to making a difference for our next generation. Through racers, the program has unforgettably impacted children and teens throughout the U.S. with a variety of exciting educational presentations centered around major American geographical areas and racing venues.

Using personal observations from their own experiences, racers bring to children and teens a stirring message of positive alternatives to substance abuse and negative behaviors. Their presentations will center on key universal truths, applicable to every young person regardless of age, life experience or cultural background. Topics include: Learn the Art of Teamwork, Study-Knowledge is Power, Find a Mentor, Take the Long View, Explore Your Talent and Creativity, and more.

MEDIA ALERT

NEW LOCATION/ADDITIONAL RACER: DOMINIC CICERO AND BRYAN SELLERS TO SHARE QUICK TIPS ON WINNING IN LIFE AT LONG BEACH, CA, BARTON ELEMENTARY SCHOOL
PAGE THREE

CONTACT:

DOMINIC CICERO: 360/901-0308
DOMINIC@DOMINICCICERO.COM

BRYAN SELLERS: C/O FALKEN TIRE CORPORATION

MARK RICHTER: FALKEN TIRE CORPORATION
800/723-2553, EXT. 635
mrichter@falkentire.com

RACERS WHO CARE, INC.: JUDY STRAWN, RACERSCARE@AOL.COM

FURTHER INFORMATION:

WWW.BGCLUBLB.ORG
WWW.LBUSD.K12.CA.US
WWW.DOMINICCICERO.COM
WWW.BRYANSELLERSRACING.COM
WWW.FALKENTIRE.COM
WWW.MYSPACE.COM/RACERSWHOCARE
WWW.NATIONALCHILDSDAY.COM

-- ### --