



ATTENTION: Sports & News Editors/Producers

WHAT: Two-time NASCAR Busch Series champion **Randy LaJoie** To Educate Local Racers At IMCA Lone Star Nationals On Safety

WHEN: Thursday, Sept. 27, 1-2 p.m.

WHERE: Texas Motor Speedway Dirt Track Pit Area

WHO: Two-time NASCAR Busch Series champion **Randy LaJoie** will bring his “Safer Racer Tour” to the Texas Motor Speedway Dirt Track for this weekend’s IMCA Lone Star Nationals. LaJoie will conduct safety demonstrations for drivers and car inspections as well as display safety advancements in the areas of driver seats and proper use of support equipment.

MEDIA OPPORTUNITIES: LaJoie will be available Thursday to discuss this program and demonstrate the latest in safety innovations that local, grass-root race car drivers can incorporate into their race cars. Interviews with local drivers participating in the IMCA Lone Star Nationals will also be available to talk about their thoughts on the latest safety improvements.

STORY LINES:

- LaJoie’s “Safer Racer Tour” is a program designed to help reach out to the racers many feel are most at risk, the numerous short track drivers across the country. LaJoie has been an activist in much of the safety research and development that NASCAR has conducted over recent years and is working with local racers across the U.S. to help bring safety education and innovations to all levels of racing.
- LaJoie, a two-time NASCAR Busch Series champion (1996, ’97), began building his own race car seats when he could not find what he was seeking in a safer driver seat. His seats were noticed by other NASCAR drivers that led to the creation of “The Joie of Seating.” The company, based in Concord, N.C., is becoming the leader in supplying seats for drivers in NASCAR as well as at local race tracks across the country.
- The IMCA Lone Star Nationals presented by TETCO Stores will be held Sept. 27-29 and will feature over 250 competitors in five different racing divisions from throughout Texas and the surrounding regions, including Oklahoma, Louisiana, Arkansas, New Mexico, Kansas, Iowa, Missouri and Nebraska. What safety measures are grass-root racers currently using and how can the Randy LaJoie “Safer Racer Tour” help increase safety at the local level?
- How many local and regional racers attending the IMCA Lone Star Nationals already utilize “The Joie of Seating” driver’s seat in their race cars?
- Also an opportunity to preview the Lone Star Nationals, which is expected to be the second-largest IMCA event in the United States.

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