



## **ITSOKAY COMPANY and Race for the Checkered Join Garry Ankrom Motorsports for the 2004 Racing Season**

*ITSOKAY COMPANY, makers of Race for the Checkered-The Card and die game that puts you in the driver's seat, and Garry Ankrom Motorsports have formed a marketing partnership as an associate sponsor for the #48 Garry Ankrom Motorsports Chevrolet Cavalier for 2004.*

Salamanca, NY ([PRWEB](#)) June 24, 2004 -- Racing fans for many years, Leroy and Barbara Pond of Salamanca, New York played "Race for the Checkered" on scrap pieces of paper with family members and friends. After four years, the idea became a reality. The game, "Race for the Checkered", was produced and secures a copyright and trademark. "We are thrilled to join Garry Ankrom Motorsports in 2004", commented game co-creator, Barbara Pond. "Garry is very enthusiastic, a dedicated driver, and we know his team will do a great job of promoting our product", Barbara said.

As part of the new-formed partnership, lucky fans will be able to win a free copy of the game on PARacingNews.net and also they will have an opportunity to win a copy of the game at the various tracks where Garry Ankrom Motorsports will compete in 2004.

Also, ITSOKAY COMPANY and Race for the Checkered are giving away \$50.00 of free racing merchandise on July 4th on their website. "More promotions and giveaways will be announced through our newsletters and website postings", commented Barbara.

Race for the Checkered was featured in the November 2003 issue of Dick Berggren's Speedway Illustrated Magazine in the WHAT'S NEW Section of the magazine where new products to the market are introduced.

ITSOKAY COMPANY and Race for the Checkered were contacted by a magazine to send games to the troops in Iraq. So, to help support the men and women serving in Iraq, ITSOKAY COMPANY sent a case of games to the Baghdad Hobby Club in Iraq. "We hope they are enjoying the games. It is a small token of our appreciation for what those brave men and women face each day to help protect us", commented Barbara.

ITSOKAY COMPANY founded and managed by Barbara Pond is headquartered in Salamanca, New York.

Race for the Checkered is currently sold at her company website at: <http://www.raceforthecheckered.com> and also at Phoenix Arena, Hamburg, New York. For orders or further information about ITSOKAY COMPANY and Race for the Checkered, check out the company website or contact Barbara Pond, President, ITSOKAY COMPANY, P.O. Box 0396, Salamanca, New York 14779 or directly at telephone 716-945-2151.

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**Contact Information**

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<http://www.raceforthecheckered.com>

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**Online Web 2.0 Version**

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