**For Immediate Release**

**Bradley Carpenter,**

**Last Lap Marketing**

Last Lap Marketing Goes Off the Track

Partnership with Radio Show Announced

**CHARLOTTE, NC (January 30, 2012) -** The marketing company preparing the next racing generation, Last Lap Marketing, has officially partnered with Off the Track. Off the Track is a weekly radio show that is hosted on talkshoe.com and ranges in discussion on topics involving racing. Hosted by Limited Late Model driver, Garrett Marchant, and Lindsey Heckaman the show talks about weekly racing news in stock car and open wheel, has driver guests, and an all start panel.

The partnership involves Last Lap managing the shows’ interactive fan website, [www.offthetrackradio.weebly.com](http://www.offthetrackradio.weebly.com), including updating with weekly guests, uploading previous show recordings, and monitoring the site forum. Off the Track is the first Last Lap Marketing website to include the forum feature that allows fans to post topics and discuss racing events. “We are happy to see a new feature added to the Off the Track site and if all goes well other clients will have the option to implement forums in their sites,” noted Last Lap Marketing Owner & President, Bradley Carpenter.

“We are extremely pleased to have the opportunity to join with Last Lap Marketing in creative collaboration to not only create a functional website for Off The Track, but also to spread the word about our drivers, our charities, our show, and LLM's services” Lindsey Heckman, Co-Host of Off the Track said about the unique partnership. In addition to managing the website for Off the Track, Last Lap will help with their social media presence by posting updates on the shows Facebook and Twitter accounts.

Furthermore, current and future clients of Last Lap Marketing will have the opportunity to be a guest on Off the Track. For some of the clients this will be their first radio show interview which will help them prepare for future media interviews. There are also spots to sponsor the radio show on the new website including home page ad placements. For more information on how to advertise on the show please e-mail [offthetrack@lastlapmarketing.com](mailto:offthetrack@lastlapmarketing.com).

Check out Last Lap Marketing on the web by visiting [www.lastlapmarketing.com](http://www.lastlapmarketing.com) as well as their Facebook page: [www.facebook.com/LastLapMarketing](http://www.facebook.com/LastLapMarketing) and Twitter: [www.twitter.com/LastLapMarketin](http://www.twitter.com/LastLapMarketin).

Last Lap Marketing’s mission is to help young drivers reach the finish line by providing them opportunities to perform their best.  At Last Lap Marketing we are preparing the next generation of racers and race fans.  Through our wide variety of services available, such as social media to at track marketing events, Last Lap Marketing is here to help you and your race team  make an impact in a 21st century world.

**-35-**

Media Contacts:

Bradley Carpenter Last Lap Marketing [brad@lastlapmarketing.com](mailto:brad@lastlapmarketing.com) 704-860-6803