



New Edventures Racing Signs Equity Bank as Sponsor

New Edventures is a stock car race team located in Marlton New Jersey. Edward DuCoin, team owner, announces the signing of Equity Bank as Primary Sponsor of the #20 car.

Marlton, New Jersey ([PRWEB](#)) January 2, 2004 --Edward DuCoin has a bank to help deal with the high-banked turns on racetracks.

New Edventures is pleased to announce the signing of Equity Bank as the primary sponsor of the #20 stock car.

Equity Bank is relying on Edward DuCoin not only for his driving skill, but also for his marketing skill to ensure a successful sponsorship. DuCoin stated, "Equity Bank sees the power of motor sports and specifically NASCAR as a great marketing tool, my job is not only to be good on the track, but to also represent Equity Bank at events such as bank opening and business trade shows".

Edward DuCoin started a marketing company in 1984 with less than \$500 - and in 1999 took that company public on NASDAQ. DuCoin added, "I love NASCAR and I love marketing and I love the fact the two blends so well together". New Edventures is a marketing company that specializes in motor sports. Clients are guaranteed a positive ROI based on a multi-step marketing plan. In 2004, New Edventures will be racing both at the Hooters Pro Cup level and plans are in the works to race in four or five Craftsman Truck Races.

###



Contact Information

Edward Ducoin

NEW EDVENTURES

<http://www.newedventures.com>

856 304 2800

Online Web 2.0 Version

You can read the online version of this press release [here](#).