



Toys for Tots take on Racing!

South Hampton Roads Marine Corps Reserve Toys For Tots is now the title sponsor of the new Scale Racing League Mid Atlantic Toys For Tots Pro Cup Challenge!

([PRWEB](#)) May 3, 2003 -- Virginia Beach, Va - Allegiance Productions and RWM, Inc., are pleased to announce the exciting news that the South Hampton Roads Marine Corps Reserve Toys For Tots is now the title sponsor of the new Scale Racing League Mid Atlantic Toys For Tots Pro Cup Challenge!

Produced by Allegiance Productions and RWM, Inc., this new ten event series takes the Arena Car class to the ultimate level by pitting drivers against each other on outdoor regional Speedways! This series will be an incredible thing to watch as these drivers push these cars, capable of speeds in excess of 110mph, to their limits.

Toys For Tots has long been involved in our local community events, but sees this as a different kind of opportunity. "Over the years the community of Hampton Roads has been very supportive of the Toys For Tots program, says Regional Toys For Tots Director. Maria Long. "We see these events as a way we can show our appreciation by giving something back. We know that this community loves racing, and making these events possible is very exciting for us. We are looking forward to a great year."

The first race of this new series happens on May 16 at Southampton Motor Speedway and continues throughout the summer. The series will culminate with the National Scale Racing League Championship race in October at South Boston Speedway in South Boston Virginia. See web site for full schedule and details.

"I am excited about this new relationship, says Allegiance Productions President Tim Crowley. "It's good for racing, and it's good for the Toys For Tots campaign in Hampton Roads." Every event will have lots of surprises including a raffle for anyone bringing a new, unwrapped toy to benefit and underprivileged child of Hampton Roads. There will also be a raffle throughout the summer for a chance to actually win an NC Chassis built Race Ready Predator Race Car with a retail price of over \$9,300!

"I am overjoyed to know Toys For Tots has come on board in support of our series", says Rob Wells, Regional Director for the Scale Racing League in Southeastern Virginia. We are pleased to know that through racing we are doing something that benefits the lives of less fortunate children while at the same time believe this partnership will help us in our mission to increase the awareness of our brand of motorsport for the entire family."

Wells added, "We desire to bring more families into the sport of auto racing. Our Pro divisions offer serious racing for adults and accomplished drivers ages 14 and up. Still, an aspect of the SRL many people don't realize is that the SRL offers programs for the entire family. As done in other sports such as baseball, football and soccer, the SRL has established a youth oriented training grounds for stock car racing, the most popular form of auto racing in America. Unlike go-carts, the cars and trucks sanctioned by the SRL are fully suspended, have adjustable suspensions with full roll cages for safety, just like full sized stock cars.

Further, our SRL programs are built around the tradition of family that has long been a part of stockcar racing but often missing due to the costs commonly associated with the sport. Under the SRL sanctioning, mom or dad can buy a scaled stock car or truck that they run in our Pro divisions and by simply changing the seat and



installing our restrictor plate, their children (ages 8-14) can compete as well with the same car. This gives the youth the experience they will someday need to run in the big leagues of stock car racing."

The Scale Racing League is a motorsport sanctioning body that recognizes half-scale motorsport manufacturers and establishes specifications their product must fall under. The SRL sanctions both local and professional events for youth and adults. Adults compete in the "Pro" divisions and youth in SRL's "Jr. Pros" divisions utilizing restricted engines. For more information on how to get involved in Scale Racing contact Rob Wells at 757.241.0229 or by email at robwells@pngusa.net.

For more information on sponsorship opportunities contact Tim Crowley at tim@allegianceproductions.com.



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Online Web 2.0 Version

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