



Crew Chef Challenge Helps Tsunami Relief Effort

RACE Motorsports Marketing LLC announced today they will join the Tsunami Relief efforts by donating \$10 from the sale of their "Taste of Victory" Cookbook to the American Red Cross Tsunami Relief Fund.

Bethlehem, PA ([PRWEB](#)) January 6, 2005 -- RACE Motorsports Marketing LLC announced today they will join the Tsunami Relief efforts by donating \$10 from the sale of their "Taste of Victory" Cookbook to the American Red Cross Tsunami Relief Fund.

Within its covers, "Taste of Victory", contains 300 recipes that are sure to become some of your family's favorites. This edition has a true sense of what fans love to eat. Your taste buds will dance in delight over such entries as Bacon Wrapped Grilled Shrimp, Smoke's Chili or Coconut Colada Tart. The 3-ring binder contains 5 unique categories which include Gas and Go; We can make that pit stop in 13.8 seconds and Ahh! Victory is so Sweet. Each category divider features original artwork designed by Lori Munro.

"Taste of Victory", part of the NASCAR Library Collection, makes a great gift for any occasion. To order your copy for \$20 plus shipping visit www.racesports.net

About the Crew Chef Challenge

The event is a cooking competition for the NASCAR team cook or Crew Chef. The Challenge will provide the team members an opportunity to display their culinary talents before a live and television audience. Our event sponsors include Kingsford® Charcoal, KC Masterpiece®, Weber®, Savannah Gourmet Onions, AJ Cavallaro & Sons, Inc, RJ Burne Pontiac Cadillac, Simplot, AC/DC Motors, Drives and Pumps. A portion of the event and cookbook proceeds have been donated to The Victory Junction Gang Camp.

About RACE Motorsports Marketing LLC

RACE is a marketing firm devoted strictly to the motorsports industry. The firm will demonstrate that a well designed motorsports strategy will create brand recognition, offer revenue generating opportunities, and develop not just any relationship with clients but a "Power Relationship."

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Contact Information

Robyn Cavallaro

RACE MOTORSPORTS MARKETING LLC

<http://www.racesports.net/crewchef>

610-721-9608

Online Web 2.0 Version

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