



Key Motorsports Expands its Staff by Hiring a Motorsports Veteran and a Women's Pro-tackle Football Team Owner

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([PRWEB](#)) March 27, 2005 -- Key Motorsports, Southeastern Virginia's only NASCAR Craftsman Truck Series (NCTS) team, has hired two new staff members to complete their already experienced office team. Lisa McAllister, who currently owns the Miami Fury, a women's professional football team, joined Key Motorsports recently to manage sponsorship relations. Nanci Cowden, a veteran of the motorsports industry, joined Key Motorsports to oversee the daily media and community relations of the #40 NASCAR Craftsman Truck Series Team.

McAllister and Cowden, both Southeastern Virginia natives, bring to Key Motorsports experience and professionalism in their respective fields.

McAllister is a business entrepreneur who brings to Key Motorsports a wealth of knowledge in the areas of promotional and sponsorship development due to her ownership of several companies in Virginia and Miami, Florida. Her organizations range from a promotional company, which promotes concerts and manages entertainers, to her women's pro-tackle football team.

She has had successful dealings with Playboy Magazine, television's TLC and ESPN, just to name a few.

She is also the Founder and CEO of Fury's Angel's, a non-profit organization that provides funding for underprivileged kids and women to attend sports camps. McAllister formed the charity to be a positive role model for many women and girls dreaming of a career in sports.

Cowden returned to her hometown to join Key Motorsports as the Public Relations Manager, in which she handles all aspects of the media and community relations.

A graduate of North Carolina State University, Cowden spent three years working with The Sponsorship Services Group (SSG) in Archdale, NC, where she assisted NASCAR sponsors such as Kellogg's, M&M Mars, True Value, Citgo, Nestle, Advance Auto Parts and Unilever in planning and implementing show car and simulator programs. As a representative for the Kellogg Company, she traveled with the #5 Nextel Cup team to assist in their trackside corporate hospitality program.

She also worked with one of the largest public relations firms in the Raleigh/Durham area of North Carolina, handling a wide variety of clients in the pharmaceutical, sports, human resources, computer technology, accounting, and medical industries.

"I was looking for employees who could cross over from public relations, to marketing, to sponsorship development," comments Curtis Key, owner of the #40 NASCAR truck team. "Lisa and Nanci offered me that along with an incredible knowledge of sports sponsorship and public relations. When I met these two ladies, their passion for racing and their professionalism stood out amid many other well-qualified candidates."



About Key Motorsports

Key Motorsports is owned and operated by Curtis Key, a successful plumbing, heating and air conditioning contractor based in Chesapeake, VA. It began humbly in 1991 when Key purchased the assets of Tommy Ellis Racing of Richmond, VA and participated in five Busch Grand National events. Key Motorsports posted a top five finish that year.

Throughout the following years Key Motorsports grew to include 12 NASCAR Busch Series races in 1994 and a full-time sponsor in 1996. With popular drivers such as Jeff Burton, Chuck Brown and Larry Pearson in the driver's seat, Key Motorsports experienced success on and off the track.

Key Motorsports is currently housed in a brand-new 10,500 square foot state-of-the-art facility in Chesapeake, VA. The race shop contains more than enough motorsports equipment to campaign in a full season of the NASCAR Craftsman Truck Series competition. This includes a fleet of Chevrolet Silverado trucks, built on Chevrolet's small block 2 (SB2) engine technology, setup for both "long track" and "short track" racing.

Fourteen years later, Key Motorsports is still working within the NASCAR community with plans to race a partial season in the NASCAR Craftsman Truck Series in 2005.

For more information regarding Key Motorsports and sponsorship opportunities please visit our website at www.ckeymotorsports.com or contact Nanci Cowden at (757) 547-0210.

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**Contact Information**

Nanci Cowden

KEY MOTORSPORTS

<http://www.ckeymotorsports.com>

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