



## My Mother's Car

*My Mother's Car is a promotion sponsored by the Darlington Fan Club to raise money for local charities and The Lyn St. James Foundation for the development of women in motorsports. The basis of the Darlington Fan Club's promotion is that Fans and Businesses/Organizations can donate a minimum of a dollar per name and have their daughter's, wife's, or mother's names put on a car that will be in the Darlington race on Mother's Day Weekend.*

([PRWEB](#)) April 15, 2005 -- My Mother's Car is a promotion sponsored by the Darlington Fan Club to raise money for local charities and The Lyn St. James Foundation for the development of women in motorsports. The NASCAR race at Darlington, South Carolina will be held on Mother's Day weekend. Mother's Day is an excellent holiday to support women in motorsports and women's organizations. My Mother's Car is a promotion that is a symbol of all women who are involved with the sport as a driver, family member, or fan. Women in motorsports are an untold story, even though there are many articles and books about their involvement and struggles. They are the reason why NASCAR has developed as a family sport. Motorsports is the only major sport that has had a continuous record of female involvement.

The primary purpose of the Fan Club is to help increase attendance at the race and to make individuals aware of the racing heritage at Darlington. The focus of this year's Darlington Fan Club's Mother's Day event is women and their struggles in motorsports. The purpose is to explore the feasibility of developing a new tradition for Darlington, if the race remains on Mother's Day weekend. The Fan Club hopes that Mother's Day becomes an institution for women in motorsports. The Club wishes to invite individuals, as well as Businesses/Organizations, to help develop this theme for Darlington and motorsports. This is an issue that has received much publicity because of the diversity implications. The key to appreciating current issues of women in motorsports, and its future, is the understanding of the history of women's involvement. The official publication of this promotion is Lyn St. James book, *Oh by the Way*. This is inspirational material from St. James' mother to help better understand women in motorsports. The book may be ordered through the following website: <http://www.lynstjames.com>.

The basis of the Darlington Fan Club's promotion is that Fans and Businesses/Organizations can donate a minimum of a dollar per name and have their daughter's, wife's, or mother's names put on a car that will be in the Darlington race on Mother's Day Weekend. This type of promotion will help to focus women issues in motorsports. For information about the Fan program visit: [DarlingtonFanz.org](http://DarlingtonFanz.org) or for information about the Business/Organization programs visit: [APlusStudio.com](http://APlusStudio.com) or call (877)697-5750.

###

**Contact Information**

**David Groves**

<http://www.DarlingtonFanz.org>

877 697-5750

**Online Web 2.0 Version**

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