



Checker Flag Lightning to Sponsor Racing Reality TV Show

Checker Flag Lightning LLC an Officially Licensed NASCAR Merchandise and Entertainment Supercenter, has become an Official Audition Location for The American Racer. The American Racer, a racing reality TV show, is a project designed to discover untapped racing talent that may have otherwise been overlooked.

Concord, NC ([PRWEB](#)) May 30, 2005 -- Checker Flag Lightning LLC an Officially Licensed NASCAR Merchandise and Entertainment Supercenter, has become an Official Audition Location for The American Racer. Checker Flag Lightning, with seven locations throughout the country, offers realistic interactive stock car racing simulators. Auditions will take place in Checker Flag Lightning stores located in Hoover AL, Concord NC, Nashville TN, Gurnee IL, West Des Moines IA, Buford GA, and Grandville MI.

The American Racer, a racing reality TV show, is a project designed to discover untapped racing talent that may have otherwise been overlooked. "We want to give as many people as possible a real chance to participate," says Greg Davis President of Performance Productions, Inc. Mr. Davis adds, "Having Checker Flag Lightning as a part of the process to qualify will reach even more people than originally planned."

The American Racer has three levels of qualifying to reach the fourth level, where 20 contestants will compete at Lowe's Motor Speedway. Checker Flag Lightning is a part of level 1 qualifying along with regional LAN and online SIM racing events. The second level will be in high performance racing karts also at Lowe's Motor Speedway. Thunder Roadsters will be the challenge of the third level to be held at Lowe's Motor Speedway and or at Concord Motorsports Park. The final level is an all out, eleven race series in full 490 Horse Power stock cars. In the final level, contestants will be judged by a celebrity panel looking at least 10 criteria with the lowest scoring competitor being eliminated each week. The winner of the final contest will be awarded a development contract.

For further information on the qualifying process, visit The American Racer web site at www.theamericanracer.net or Checker Flag Lightning's web site at www.checkerflaglightning.com.

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**Contact Information**

Al Lashell

CHECKER FLAG LIGHTNING

<http://www.checkerflaglightning.com>

269-650-1696

Online Web 2.0 Version

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