

For Immediate Release:



Re: **2010 IRACE Sno-X Series**

January 5, 2010

The IRACE Sno-X Series released its schedule in Sept. and has been working diligently at procuring rider benefits thru sponsorships with companies within the snowmobile industry. Todd Myers, who has been around sno-x for several years as both a racer and supporter, has been helping out with sponsorships. IRACE has signed on many sponsors and will have great prizes for those who race IRACE events this winter.

Sponsors signed for 2010 season include with product listed:

Series Sponsor: **Polaris Industries & Xtreme Motorsports**

Scott USA- (90) discount certificates for 40%-60% off their products. Fourteen certificates to be given away at each event

Woody's- (2) \$300 gift certificates- to be awarded to rider(s) who win the season championships in each of the Sport classes. Possible \$600 in product for winning both classes.

EVS- (1) FREE neck brace and several discount cert. along with several other EVS product giveaways

Sportech-(6) sets of hand guards with mount kits and some "Mighty Mini" prizes for 120's

Arctic FX Graphics- (1) FREE sled wrap along with a \$150 and a \$100 gift cert. To be awarded to most combined points in Semi-pro #1 and #2 (both classes points combined to determine winners)

Studboy Traction- (6) \$50 & \$25 gift cert for 3 classes at every event

Jan.9th race info:

The first event on Jan. 9th is this quickly approaching. The town of Mercer and Mercer Sno Goer snowmobile club have been hard at work preparing track. All of the snow for track is taken from the parking area and surrounding fields (no salt ridden parking lot snow there). With 2' of snow on the ground there, ample snow is available for track construction. Big thanks to Sno Goers, Town of Mercer and Rick Boes for making the race possible.

The IRACE Sno-x series will remain a "rider friendly" series as it's always been. We run it as a "show up and race" series. Which means pre-registration is NOT required; all registration is done at the track the day of the event. There are NO late fees associated with signing up past a deadline. EVERYONE who attends our events does NOT pay an additional pit fee. All in attendance are welcome to walk thru the pits and see the sleds and racers. All of our races are "stand alone" events. .

Transponders and National approved number plates are NOT required at our events; however you will have to abide by National rules if you race a National. All sleds must be clearly numbered to be scored.

Points/Memberships: ALL ISOC combined memberships will honored at our events regardless of which affiliate it was purchased through. If you are not an ISOC combined member riders can either purchase an IRACE membership for \$75 or “pay as you go” for \$15 per race, the daily membership is NOT per class entered is per race (maximum of \$15 per race). Ins. fee for every event is just \$5 per RIDER, not per class (max. \$5 in ins. fees). EVERYONE who races with us will receive year end points for the series. The top 3 riders in 12 classes will qualify to race the “showdown at sundown” in Lake Geneva in March. These riders will need to be an ISOC member which is just an upgrade to your IRACE membership. There will be NO pit fee or entry fees for those who race the showdown.

Every race in the series counts for year end points. There will be no “throw out” races, or “pick your best” race to count. As you can see from above there are some great prizes for those who do well in our series championship as well as giveaways at each race.

The racers who have been a part of the series in the past have become friends, and family. IRACE is looking forward to new riders “joining the family” with the new affiliation with ISOC this year. Our goal has always been to provide a fun, affordable series where racers can hone their skills and know that their input is what makes the races even better. Feel free to give us input (good or bad) because your input is important to us.

Thanks

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For most current info and to ask questions visit our forum, link is on main page of our website