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*BE FLEXIBLE WITH DREAMS AND GOALS!*

## PRESS RELEASE

**OFF ROAD RACER, KEN KOSIOREK, SET TO INSPIRE KIDS AGAIN AT THE BOYS & GIRLS CLUBS OF EAST COUNTY EL CAJON CLUBHOUSE**

**FOR IMMEDIATE RELEASE**

### **WHO:**

Back by popular demand, Racers Who Care spokesperson, Ken Kosiorek, is scheduled to share his personal Quick Tips on Winning in Life, based on his experiences in a career as a SCORE Off Road motorcycle competitor with a group of children at the El Cajon Branch of the Boys & Girls Club on **Tuesday, December 10, 2013, at 3:00 p.m.** This event is open to El Cajon Clubhouse members only.

### **WHERE:**

**THE BOYS & GIRLS CLUBS OF EAST COUNTY  
EL CAJON CLUBHOUSE  
1171 E. MADISON AVE.  
EL CAJON, CA 92021**

### **CONTACT:**

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Ken has embraced the nickname, "The Baja Turtle" because he generally ends each race he competes in in last place. He has designed and printed cartoon books for kids dealing with the subject that there are more ways to win or be a winner than finishing first.

Ken, who races a motorcycle on grueling 300 mile, 500 mile and thousand mile desert races, tells kids that finding something to do in life that you really love is an important key to winning in life; and a second key he stresses that goes hand in hand with that concept, is finish what you started. Between races, Ken works full time as an Account Manager for Airgas USA, LLC.

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### **THE BOYS & GIRLS CLUBS OF EAST COUNTY EL CAJON CLUBHOUSE:**

**THE BOYS & GIRLS CLUBS OF EAST COUNTY**, have been developing, implementing, and providing activities and programs to disadvantaged youth since 1961. Operating in the communities of El Cajon, Lakeside, La Mesa and Santee, the Boys & Girls Clubs of East County offer three full-service clubhouses with gymnasiums for children 5-10, and two Teen Centers in La Mesa and El Cajon designated for teens ages 11-18. Providing children with age appropriate activities, trained professional staff, state of the art computer labs; cool, clean, well maintained buildings and a safe, healthy atmosphere to learn and grow has been the ultimate goal of the Boys & Girls Clubs of East County.

The Boys & Girls Clubs of East County have over 3,000 members. Membership is open to all children ages 6-18 and fees are kept low so all children have the opportunity to belong to a Club.

The Boys & Girls Clubs of East County offer programs that influence the growth and welfare of members in five core areas; Character and Leadership, Education and Career, Health & Life Skills, The Arts and Sports, Fitness and Recreation. Club mission; to inspire and enable all young people, especially those from disadvantaged circumstances to realize their full potential as productive, caring and responsible citizens; is what these activities provide; positive alternatives to poor behavior choices that may influence their futures.

### **WHY:**

The Quick Tips on Winning in Life life skills presentations are an avenue through which professional racers can give back to the communities where they live and race, by inspiring, affirming, empowering, and fueling the dreams of children and teens and encouraging them to believe in themselves.

Quick Tips presentations center on key universal truths RWC calls Quick Tips on Winning in Life, applicable to all children and teens regardless of age, cultural background, or life experience: find something to do in life that you really love, study, learn the art of teamwork, find a mentor, take the long view, be flexible with your dreams and goals, avoid the path of least resistance, and more.

Racers Who Care, Inc. is a West Hollywood, California-based 501c3 charitable corporation, founded in 1993, that works with auto, boat, motorcycle and truck racers dedicated to making a positive difference for our next generation. In Southern California, and throughout the U.S. in communities surrounding their tracks, RWC's racers have unforgettably impacted kids with exciting observations on how to succeed, presented by people who have -- very publicly, and in a field perceived as ruthless, tough and unforgiving.

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## **CONTACT:**

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## **FURTHER INFORMATION:**

[HTTP://BGCEC.ORG](http://BGCEC.ORG)  
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[WWW.SCORE-INTERNATIONAL.COM](http://WWW.SCORE-INTERNATIONAL.COM)  
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