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## PRESS RELEASE

CINDI LUX TO SHOW BEAVERTON PAL KIDS TO HIGH ROAD

### FOR IMMEDIATE RELEASE

#### WHO:

Racers Who Care spokesperson, Cindi Lux, is scheduled to share her personal Quick Tips on Winning in Life, based on her experiences in a career as a winning SCCA Speed World Challenge Series competitor with a group of children at the Beaverton, Oregon Activity League on Tuesday, December 17, 2013, at 4:00 p.m. This event is open to the Beaverton PAL only.

#### WHERE:

**POLICE ACTIVITY LEAGUE  
12500 SW ALLEN BLVD  
BEAVERTON OR 97005**

#### CONTACT:

**BRUCE  
503/469-9137  
palbeaverton@gmail.com**



LEARN THE ART OF TEAMWORK

Cindi Lux, who is from Aloha Oregon, has raced everything from NASCAR late Models, drag racing Snow Mobiles, and road raced Porsches, BMWs, Corvettes, and Vipers. She has also been a factory driver for Team Mopar's Dodge Viper Competition Coupe on the SCCA ProRacing World Challenge GT Series. Most recently, Cindi entered the June 14-16, 2013 Portland Rose Festival's 53rd Running of the Rose Cup Feature Race at Portland International Raceway. Lux returns for the June 14-16. She won in her category with her No. 5 SRT Viper Competition Coupe Fueled by Black Rock Coffee.

During her racing career, Cindi has won 12 road racing championships, more than 81 victories, over 156 podium finishes and 52 pole positions. She won the inaugural American Le Mans Series-sanctioned Women's Global GT Series Championship in 1999; was the highest finishing female driver in SCCA World Challenge GT history and scored five Top 10 SCCA World Challenge GT finishes.

For the past 15 years, Cindi has instructed clients interested in proving their skills in a number of different manufacturers, including BMW, Corvette,

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Federal Tax I.D.: 95-4417337

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Porsche, Mazda and Vipers, just to name a few. Besides Cindi's racing accomplishments, she has the following instructor credentials: Lead Instructor at the Miller Motorsports Park Driving School; Toyota Long Beach Pro/Celebrity Race Driving Instructor; EVOC Train the Trainer Instructor for law enforcement officers; and is a Certified Skid Car Instructor. For the past 15 years, Lux has spent about 2 weeks per month coaching clients at the Miller Performance Driving Center in Salt Lake City, where she has been a lead instructor.

Kids and race fans have an opportunity, in simulated form, to do something only Cindi Lux has done before: drive the Lux Performance Group Dodge Viper Competition Coupe on the great race tracks of the world, and try to match her lap times and win races. Microsoft chose to include Lux's Dodge Viper Competition Coupe in its "Forza Motorsport 3" video game, due to the race car's on-track success, aggressive design, guttural power and trademark Mopar "Liquid Metal" paint scheme. Microsoft gaming engineers toured the Lux Performance Group shop in Aloha, Oregon and closely studied every angle and graphic clue to perfectly recreate Cindi's car for the game.

Additionally, she is a Member of National Women's Car Care Council and conducts lectures to various groups on Automotive safety and vehicle maintenance. Off the track she is the owner of Lux Performance Group, LLC, providing full-service race services and custom components to both club level and professional level.

## **THE BEAVERTON, OREGON POLICE ACTIVITY LEAGUE**

PAL works with youth ages 8 to 18; many who live in high-risk neighborhoods, are low income, or classified as at-risk. PAL works closely with the young people, offering options, encouraging them to make good choices, providing role models, and building positive relationships using athletics, recreational, and educational programs designed to encourage youth as they become engaged citizens, invested in themselves and their community.

The Beaverton PAL chapter was formed in 1997 and resulted in a partnership between the Beaverton Police Department, area businesses, and concerned citizens. The Beaverton PAL is a private, non-profit youth organization that provides recreational, educational, athletic, and cultural programs for youth in the greater Beaverton area. PAL provides programs and activities for kids 8 to 18 years of age at its year-round youth center located in the Beaverton Activities Center (12500 SW Allen Blvd.) and at various sites throughout the community. Beaverton PAL does not charge any fees for its programs; this enables all kids in the community to participate in activities, with a special emphasis on serving youth that go underserved. Beaverton PAL is strong in collaboration with other agencies and local corporations, such as IBM, Intel, and Nike in providing its programs.

Beaverton PAL raises funds to support its programs and youth center operations through a variety of sources such as fundraising events, grants, corporate support, and private donations. It is the responsibility of the PAL Board of Directors and executive director to seek out and raise these funds. Currently, Beaverton PAL programs are led by paid staff, community and police volunteers. PAL's youth membership is growing rapidly, and the need for volunteers and support is great. If you, or someone you know, would like to help PAL, please contact the PAL office at 503/469-9137.

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## **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.

## **CONTACT:**

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RACERS WHO CARE, INC.: [JUDY STRAWN, RACERSCARE@AOL.COM](mailto:JUDY STRAWN, RACERSCARE@AOL.COM)

## **FURTHER INFORMATION:**

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