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PRESS RELEASE

CAR RACER. ROBB HOLLAND, TO VISIT, HOSPITALIZED KIDS AT CHILDRENS HOSPITAL COLORADO, AURORA

FOR IMMEDIATE RELEASE

WEST HOLLYWOOD, CA

WHO:

Denver's Robb Holland, who was recently the first American driver competing in the British Touring Car Championship in 37 years, is set to visit ill youngsters at Childrens Hospital Colorado, Aurora, Colorado, **2:00 p.m., September 6, 2012.**

Racing a Honda Civic 360R for Tony Gilham's Team HARD, Robb finished moderately well in his first British Netterton 300 at Knockhill competitions after experiencing various difficulties.

He began the 2012 season in a Compass360 Racing Honda Civic 360R in the Pirelli World Challenge Touring Car Championship Series. Previously, he raced for the K-PAX Volvo's Sports Car Club of America Pirelli World Challenge Series Team,

He began racing competitively on the University of Colorado cycling team, helping them capture two National Championships before competing professionally for six years at the top international level against superstars like Lance Armstrong.

In his rookie year of racing, Robb Holland was the great revelation of the SCCA SPEEDWorld Challenge Series. Holland finished the season strongly in 11th place overall, and just 13 points behind eventual winner Jeff Courtney, in a very hotly contested Rookie of the Year competition. In the process of battling for the RTY title, he became the first driver to score manufacturer's points for Dodge in the Touring Car Class, on the strength of his 3rd place finish at Road America, a race in which he set the second fastest race lap. While battling with factory Acuras and Mazdas, Holland quickly earned the respect of Series veterans with his clean drives, fast pace and strong results.

Over the past several years, Holland has been a consistent podium finisher in both Pirelli World Challenge, Touring Car and GT Divisions, leading to a strong 4th place overall finish in the Touring Car division last season while only competing in 6 out of 10 events. Additionally, Holland has driven strongly in the ultra competitive Grand Am series and has also made a number of guest appearances in the National Auto Sport Association's National Championships, culminating in a 2007 2nd place finish in the ST2 Class.

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When he isn't racing, Holland still spends most of his time at the track, working as a driving instructor for Lamborghini of Denver, as well as a personal driving instructor around the country for several private clients, through his company Supercar Schools. This has accorded Holland amazing opportunities to drive some of the planet's most fantastic cars, from Lamborghinis to Bugattis, and many great cars in between.

Holland is also well known for his work off the track as well, with stints as a journalist for SPEEDtv.com and as a co-trackside/webcast announcer for the SPEEDWorld Challenge Series.

CHILDRENS HOSPITAL COLORADO

Children's Hospital Colorado, Aurora, provides comprehensive medical care for kids from birth through adolescence. In addition to being the only pediatric Level 1 trauma center in the region, the Hospital treats virtually all conditions, minor and serious, that affect children.

CHC treats more and heals more kids than any hospital in the surrounding seven-state region. Utilizing the latest methods for diagnosis and treatment, the medical staff strives for less invasive treatment, in less time, and with less stress on children, while pioneering new ways of curing childhood diseases. Their aim is to do everything they can to help get their young patients healthy and home faster than at any other hospital.

The Hospital's specially trained pediatric experts recognize that families are their partners, and they strive to deliver family-centered care. By making the hospital very family-friendly, they make it easier for parents and siblings to be involved in the day-to-day medical, emotional and social needs of their patients.

The Campus in Aurora was designed and built to enhance care for kids. Using data from an innovative type of study called evidence-based design, everything about the Hospital was built to help speed kids to recovery. From 100% private patient rooms to healing color therapy and views of nature, every detail of Children's Hospital Colorado was built to help kids get better faster and reduce stress on the whole family.

Its physicians are experts in treating kids and understanding their special needs. They understand that a child's illness or injury, no matter how big or small, affects the entire family. CHC's doctors are pediatric specialists in a wide range of fields from pediatric emergency care to primary care. Hospitalist services are also provided, with doctors solely dedicated to caring for kids during their hospital stay and maintaining communication with their primary care physicians.

CHC is also a leader in the research of causes and treatments of childhood diseases and injuries. During the research process, its physician-scientists study the genetic, biologic and cellular mechanisms of disease, injury and repair. The discoveries from these studies are then translated into improved diagnostics and treatments, providing cutting-edge therapies for patients.

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WHEN:

**2:00 p.m.,
THURSDAY, SEPTEMBER 6, 2012**

WHERE:

**CHILDRENS HOSPITAL COLORADO
13123 EAST 16TH AVENUE
AURORA, CO 80045**

WHY:

THE QUICK TIPS ON WINNING IN LIFE RACER PRESENTATIONS TO CHILDREN'S GROUPS, SCHOOLS, HOSPITALS 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.

Racer 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, truck and snowmobile 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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