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PRESS RELEASE

L.A. AREA PRO MAZDA RACER & PRIVATE RACING COACH TO TEACH BREA KIDS TIPS ON WINNING

FOR IMMEDIATE RELEASE

WHO:

Racers Who Care spokesperson, Kenton Koch, a Pro Mazda Series competitor and private racing instructor, will share his tips winning in life based on his own career experiences with Brea Clubhouse kids, at 4:00 p.m., April 18, 2013. The Brea Clubhouse is affiliated with The Boys & Girls Clubs of Brea - Placentia - Yorba Linda.

WHERE:

**BOYS & GIRLS CLUB OF BREA-PLACENTIA-YORBA LINDA
BREA CLUBHOUSE
502 S. SIEVERS AVE.
BREA, CA 92821**

CONTACT:

**TAMARA ADAMS - UNIT DIRECTOR
TAMARA@EVERYKID.ORG
714/990-0215**



KENTON KOCH:

Kenton Koch began racing when his parents gave him a kart when he was eight years old. He has now been racing for 10 years. He began his career-long winning streak right away, taking third in his 2003 outing with the World Karting Association's Western Region Series. By, 2008, he had placed third overall in the WKA's National Jr. World Formula Series.

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In 2010, Kenton competed for a Skip Barber Karting Scholarship and earned a half Regional Series Scholarship to race in 2011. In 2011, he finished in 2nd place at the Skip Barber Champions Shootout and took home \$30,000 to use toward his 2012 racing season.

He enrolled in the Mazdaspeed Driver Development program, which gives young drivers a chance to earn a "ride" (driverspeak for an opportunity to race). In 2012, Kenton took 17 wins, placed 2nd twice, placed 3rd once and scored two track records in the Skip Barber MAZDASPEED Challenge Champion Series. Kenton says, "All it took was some effort and work, along with great training and guidance from the Mazdaspeed Driver Development staff."

Another important part of his life is Kenton's Christian faith. He keeps a Bible verse posted in the back of his helmet: "I have fought the good fight, I have finished the race, I have the faith." 2 Timothy 4:7.

His overall outlook is: "If I don't live a life to a higher standard, I can very well damage my career and the name of those who support me. Knowing this, I strive to live an admirable life every day."

THE BREA CLUBHOUSE'S MISSION is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens.

The Brea Clubhouse is affiliated with The Boys & Girls Clubs of Brea - Placentia - Yorba Linda, and strives to provide the highest quality environment to all children in need. They offer a positive and unique place with individual attention to every Club member in order to develop character by emphasizing integrity, respect, self esteem, responsibility, and appreciation of life. They have thousands of supporters helping thousands of kids to become responsible, honest, good people who give back to others. No child is turned away.

Clubhouse representatives want every child to graduate from high school with a plan for the future. Members have resources such as getting help with homework in the education center, reading and writing clubs, help with computers and technology in the tech lab, and various art projects done in the tech lab, art room and teen center. Many volunteers from local high schools and colleges that mentor Clubhouse members.

Children are encouraged to live healthy, active lifestyles and practice making good decisions for themselves. From the nutritious food served at snack and dinners, to sports games on playing fields and gyms, to finding new ways to communicate their inner lives in the art and music rooms, to being surrounded by great mentors in staff and volunteers.

Children are welcome to come to the Brea Clubhouse during the hours it is open and can choose from a variety of activity offerings based on age and personal preference.

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WHY:

Quick Tips on Winning in Life life skills 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, and encouraging them to believe in themselves and reach for their dreams.

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 even 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.

CONTACT:

KENTON KOCH:

KENTON@KENTONKOCHRACING.COM

RACERS WHO CARE, INC.:

JUDY STRAWN

323/375-9225

RACERSCARE@AOL.COM

FURTHER INFORMATION:

WWW.EVERYKID.ORG

WWW.KENTONKOCHRACING.COM

WWW.STARMAZDA.COM

WWW.SKIPBARBER.COM

WWW.RACERSWHOCARE.ORG

WWW.NATIONALFAMILYWEEK.NET

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