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## PRESS RELEASE

PORTLAND AREA RACERS TO TEACH BUSH PRAIRIE TEENS PERSONAL TIPS ON WINNING

### FOR IMMEDIATE RELEASE

#### WHO:

Racers Who Care spokesracers, Dani Ferrara, a Sports Car Club of America Spec Miata Series competitor and Kyle Keenan, who has competed in several types of racing, will share their personal tips on winning in life based on their own career experiences at the Rock Solid Community Teen Center, at 3:30 p.m., May 22, 2014. Both racers' race teams are based near the Center.

#### WHERE:

**ROCK SOLID COMMUNITY TEEN CENTER**  
**2919 N.E. 159TH ST.**  
**BRUSH PRAIRIE, WA 98606**

#### CONTACT:

**MARCI SPRECHER**  
**SITE MANAGER**  
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#### DANI FERRARA:

A full-time marketing student at Portland State University, Dani is also currently racing in the Spec Miata and STU categories with the Sports Car Club of America (SCCA). She became involved in racing in 2007 as Crew Chief for her dad, Tom Ferrara. Serving in this important role gave her insight into the sport and grew her interest in becoming a driver. During this time she studied racing; always listening and watching to pick up on anything she could learn knowing that it would benefit her in the future.

In 2011, Dani earned her SCCA Novice Permit and began racing the team's Spec Miata, successfully completing her novice requirements and finishing 3rd in points in the Oregon Region SCCA STL

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# **PRESS RELEASE**

## **PORTLAND AREA RACERS TO TEACH BUSH PRAIRIE TEENS PERSONAL TIPS ON WINNING**

PAGE TWO

Championship. She was also signed as a developmental driver for Team KBR, a local team based out of Vancouver, WA. Team KBR has provided Dani with professional private coaching and crew to add to her growth as a driver. She is preparing to race professionally in the coming years.

She has put a primary focus on developing her ability as a driver as well as managing her team. As a student in marketing Dani understands the importance of the business side of racing, and she is very thoughtful about how she presents herself, her team, and her partners.

Her goals for 2014 are to compete for the SCCA Pacific Northwest Challenge STU Championship, the Oregon Region SCCA STU Championship, as well as participate in autocross and time trial events throughout the Pacific Northwest. This strategy will allow her to gain valuable driver seat time to further refine her skills.

Outside the driver's seat, Dani can often be found painting or creating new ideas for her marketing campaign. Dani is committed to learning all that she can as a full time marketing student and in her current position as the Marketing and Business Development Intern at MacKay Sposito, a local company involved in public works, energy, and land development projects.

### **KYLE KEENAN:**

Born into a racing family, Kyle first got behind the wheel at age seven, driving a racing kart his dad purchased and restored. Since then, Kyle has competed in events ranging from Karting, Electric Car Racing, Sports Car Road Racing, Drifting, Road Rally, and Autocross.

He is a graduate of the Pro-Drive 4-Day Racing School and the Skip Barber Mazdaspeed Advanced 2-Day Racing School. He has also been a professional driving instructor for the Oregon Region of the SCCA, for the Northwest Region of the SCCA, and for the Cascade Sports Car Club.

During the 2013 season, he scored Oregon SCCA Super Touring "Under" points leader, five poles and wins; two SCCA US Majors Tour podium finishes in the Spec Miata category; 12 Top five finishes in 15 races; and took 1st in the STF class in the Oregon SCCA Autocross.

In 1999, he started out in dirt kart racing, then tried out drifting, and by 2008, he was competing in Electrathon America's Entek International Grand Prix Race.

Kyle's all-time goal is to race in the SCCA Trans-Am Series.

When not racing, Kyle is the owner of Kyle Keenan Racing, LLC, a design company that creates and produces high quality racing graphics and liveries.

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# **PRESS RELEASE**

PORTLAND AREA RACERS TO TEACH BUSH PRAIRIE TEENS PERSONAL TIPS ON WINNING

PAGE THREE

## **ROCK SOLID COMMUNITY TEEN CENTER:**

The Rock Solid Community Teen Center is an after-school program for 5th through 12th grade students in the Battle Ground and Hockinson, Washington, School Districts. A place for teens that is safe and fun with adult supervision and peer support is provided. Staffed by caring adult mentors and volunteers Rock Solid offers teens a "Place to Hang on Solid Ground" with gym activities, crafts, air hockey, pool table and a healthy snack. By positively affecting lives and influencing the future choices and good decisions for the teens, Rock Solid hopes to foster in them an interest in giving back to the community and future generations when they grow up.

## **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:**

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# **PRESS RELEASE**

PORTLAND AREA RACERS TO TEACH BUSH PRAIRIE TEENS PERSONAL TIPS ON  
WINNING  
PAGE FOUR

## **FURTHER INFORMATION:**

**WWW.ROCK-SOLID.COM**  
**WWW.FERRARARACING.COM**  
**WWW.KYLE-KEENAN.COM**  
**WWW.SCCA.COM**  
**WWW.RACERSWHOCARE.ORG**  
**WWW.NATIONALFAMILYWEEK.NET**

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