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PRESS RELEASE

RACER CINDI LUX TO TEACH HILLSBORO, OREGON, KIDS TO WIN

FOR IMMEDIATE RELEASE



WEST HOLLYWOOD, CA
SCBA # 168010-934 PI

WHO:

Racer Who Care spokesracer and 12-time road racing champion, Cindi Lux, is set to affirm and inspire children and teens with her personal Quick Tips on Winning in Life, at the Inukai Family Club, Hillsboro, Oregon, 1:00 p.m., June 25, 2010.

Lux, who is from Aloha Oregon, has most recently been a factory driver for Team Mopar's Dodge Viper Competition Coupe on the SCCA ProRacing World Challenge GT Series.

Kids and race fans now 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.

Lux has raced everything from NASCAR late models, drag racing snow mobiles, and road raced Porsches, BMWs, Corvettes, and Vipers.

She is also 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 provides full-service race services and custom components to both club level and professional. Additionally, Lux is an accomplished driving instructor/coach to upcoming racers and celebrity drivers.

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**BE FLEXIBLE WITH DREAMS &
GOALS!**

P R E S S R E L E A S E

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WHEN:

1:00 P.M., FRIDAY, JUNE 25, 2010

WHERE:

**INUKAI FAMILY CLUB
PORTLAND AREA BOYS & GIRLS CLUBS
560 SE 3RD ST.
HILLSBORO, OR 97123**

WHY:

The Quick Tips on Winning in Life 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.

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.

CONTACT:

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FURTHER INFORMATION:

WWW.BGCPORTLAND.ORG
WWW.CINDILUX.COM
<http://www.redletterdodge.com/2009/12/01/race-your-own-viper-for-40-in-forza-motorsport-3/>
WWW.RACERSWHOCARE.ORG
WWW.MYSPACE.COM/RACERSWHOCARE
WWW.NATIONALCHILDSDAY.COM

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