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## PRESS RELEASE

### 1-24-20 RETIRED LAS VEGAS DRAG RACER TO INSPIRE STUDENTS IN AFTER SCHOOL PROGRAM

#### FOR IMMEDIATE RELEASE

#### WHO:

Retired National Hot Rod Association Jr. Dragster competitor and Las Vegas resident, Adrienne Markham, is set to make a Quick Tips on Winning in Life life skills presentation to Von Tobel Middle School students participating in a Las Vegas After-School All-Stars Program, Friday, January 24, 2020, at 3:45 p.m.

#### WHEN:

**3:45 P.M.**  
**FRIDAY, JANUARY 24, 2020**

#### WHERE:

**VON TOBEL MIDDLE SCHOOL**  
**2436 N PECOS RD.**  
**LAS VEGAS, NV 89115**

#### VON TOBEL MIDDLE SCHOOL:

The Von Tobel Middle school, along with its students, staff, parents, and community, are committed to student learning and achievement in a safe environment, which embraces diversity to build the leaders of tomorrow.

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## **AFTER-SCHOOL ALL-STARS LAS VEGAS PROGRAM:**

The After-School All-Stars Program's mission is to provide free, comprehensive after-school programs that keep children safe and help them achieve in school and in life, accomplished by providing at-risk youth the opportunity to participate in programs that include sports, educational, cultural, and community enrichment components.

When the dismissal bell rings at 14 Title-I schools in the Las Vegas Valley, participating After-School All-Stars students make their way to academic classes, where a student struggling with math homework gets support from a licensed teacher, who is able to check-in with him or her the following school day to see how he or she is doing. In another classroom, youth work in small groups together to finish a class assignment.

After getting their homework out of the way, youth are ready to go to an enrichment class. A student in STEM learns how to code and design video games, while down the hall other students play the guitar for the first time. Applause roars from a third classroom where students have mastered a dance routine.

On the weekend, a group of All-Star students connects with in-classroom learning about conserving public lands with a hike through Red Rock Canyon, while another busload of students can be seen on T-Mobile Arena's Jumbotron, jumping up and down in their orange All-Star shirts as they cheer on the Vegas Golden Knights.

All the while, All-Star students are kept safe and are given the opportunity to develop skills, build mastery, and achieve in school and in life.

## **ADRIENNE MARKHAM:**

Since 2016, Adrienne ("ReRe") Markham has been working with Racers Who Care, Inc., making Quick Tips on Winning in Life life skills presentations and working with RWC's SoCal Field Trip Program for Kids and Teens at the Toyota (now Acura) Grand Prix of Long Beach and at the National Hot Rod Association's STEM/Career Fair Program at the Auto Club Finals in Pomona, California.

Adrienne is a retired NHRA Jr. Dragster competitor, who hopes to eventually compete on a Drag Bike (motorcycle). She earned a Bachelor of Sciences Degree in Marketing Management and Sports & Entertainment Marketing at the California State Polytechnic ("Cal Poly") University and currently works as a Sales Coordinator for the Las Vegas Aces. Previously she has worked as a Sales Consultant for the Phoenix Suns and as a Cast Member Intern at Walt Disney World.

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## RACERS WHO CARE, INC.:

Racers Who Care, Inc. is a Hohenwald, Tennessee-based 501c3 based nonprofit charitable corporation, founded in 1993, that works with auto, boat, motorcycle and truck racers dedicated to making a positive difference for our next generation. RWC retains its California corporate status, and has registered as a foreign corporation in Tennessee.

In operation for more than twenty-five years, RWC has built up a proven track record for its racer presentations and its popular field trip program for children and teens.

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.

The life skills racer presentations, based on each racer's own career experiences, 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.

Because of knowledge gained through learning the ropes of racing, attaining skills and becoming leaders in their field, racers are uniquely positioned to fill a void in youngsters' general education between what they learn in school and what they need to know as they approach the realm of adulthood and entering the workplace, life skills such as how to: establish working relationships, develop coping skills, locate mentors, and other key practicalities.

## CONTACT:

**RACERS WHO CARE, INC.:**

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