

INDIANAPOLIS SPEEDROME WORLD FIGURE 8® FEATURED IN THE NEW YORK TIMES

Indianapolis Speedrome®
Indianapolis, Indiana
September 20, 2010

When Figure 8 fans browsed the newsstands this past Sunday morning, their eyes caught first a headline then a photo of a favorite destination, the Indianapolis Speedrome®. But as they glanced to catch the title of this publication, a prideful smile came to their face as it was neither a racing magazine nor a local newspaper that bared this story. It was the famed New York Times that was featuring the event and the track that is ingrained in their hearts. There stood the World Figure 8® Championship on the front page of the sports section of the most famous periodical on the planet. On one Sunday in September, the World Figure 8® Championship displaced the New York Yankees from the front page of the New York Times.

It was well over one year ago when two media monsters began travelling on a collision course for September in Indiana. The short track Internet superpower known as www.speedrome.com was keeping up its busy pace of providing wall-to-wall coverage of the great people who compete at the World's Home of the Figure 8®. But it was the video of the Greatest Figure 8 Race on the Planet® that caught the eye of individuals from New York. The visual motion featured was highlights from the World Figure 8® Championship from a few years prior.

New York Times reporter John Branch was intrigued by the intense action and packed grandstands shown in the piece and wanted to learn more. He browsed the thousands of pictures, stories, and information displayed throughout the massive Speedrome web site when an thought began formulating. John floated the idea to his department and editors about covering the passion put forth in this most unique and demanding Three Hour Endurance Race®. He wanted to explore just what the intangibles were that drew drivers from California, New York, Michigan, Kentucky, Florida, Washington, and Indiana to the famous fifth-mile the Indianapolis Speedrome®.

Branch made a call to the Speedrome in the weeks prior to the race's 34th annual running about journeying to the Hoosier state. Checkered Flag Enterprises LLC is the owner of the Indianapolis Speedrome® and is operated by brothers Bill & Joel Cohen. Joel Cohen was on the other end of this coverage conversation. "We were very enthused to hear from the New York Times", stated Cohen. "It was great to know that all of our hard work in preparing this event had reached a new and prominent audience. It is a statement to how big the World Figure 8® Championship really is." Over the course of several more phone discussions, John was brought up-to-speed on just some of the storylines to look for upon his Indy arrival. He would be joined on the trip by www.nytimes.com video reporter Kassie Bracken.

The pair of professional news gatherers spent three days and nights at the motorsports mecca soaking in the action and speaking with people who make this race a classic. The video report alone featured 3-time World Figure 8® Champion Bruce Tunny, 8-time Riverhead Raceway track king Roger Maynor, and 4-time Speedrome Stock titlist Jimmy Kirby. The article went on to include 5-time Sportsdrome Speedway champion Leonard Basham, 6-time World Figure 8® Champion Jack Dossey Jr, Florida crossover star Gordon Brown, Speedrome Chief Steward Dennis Love, and 2009 event winner Ben Tunny. Fans can now visit their web site or follow the links from the Speedrome home page to view John's telling text or watch Kassie's wonderful video blog from the premier intersection weekend.

The newspaper of record in the United States and a majority of the world is the New York Times. The historic publication is an American daily that has been in circulation since 1851. It is the planets largest metropolitan newspaper with weekday circulation in the millions. Nicknamed "The Gray Lady" and long regarded within the industry as THE national newspaper, the Times is owned by The New York Times Company, which also publishes 18 other regional newspapers including the International Herald Tribune and The Boston Globe. The company's chairman is Arthur Ochs Sulzberger Jr., whose family has controlled the paper since 1896.

The paper's motto, printed in the upper left-hand corner of the front page, is "All the News That's Fit to Print". Each media masterpiece is organized into sections: News, Opinions, Business, Arts, Science, Sports, Style, and Features. 17 countries regularly receive the important paper whose traditional footprint is second-to-none. The Times has won 104 Pulitzer Prizes, the most of any news organization. Its very successful web site is among the most popular American online newspaper destinations receiving more than 18 million unique visitors a month. It was truly an honor to have the New York Times at the Indianapolis Speedrome® and the World Figure 8® Championship.

Preparations are already underway for the 35th anniversary edition of the World Figure 8® Championship sanctioned by the World Figure 8® Tour. Over \$75,000, which is a new event record, will be up-for-grabs for racers from across the country as they look to dethrone reigning champion RJ Norton Jr. The well-versed staff from Checkered Flag Enterprises, LLC works year round to make this a popular fan destination and a place that teams desire to be. The dates for this racing mega-hit are September 8-10, 2011 at the World's Home of the Figure 8® the Indianapolis Speedrome®.

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