



## Urban Youth Racing League Announces Internet Technology Sponsor

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Urban Youth Racing League Announces  
WinSpecNet as Internet Technology Sponsor

Philadelphia, PA – November 8, 2000 - If you haven't clicked on <http://www.liger-racing.com/recently>, then you've missed a great deal of change. Thanks to a new strategic sponsorship program with the e-solutions firm, WinSpecNet, the Liger/Team Rensi Urban Youth Racing League has forged a new on-line presence and renewed Internet image.

Liger/Team Rensi UYRL CEO, Anthony Martin stated, "Our technology committee selected WinSpecNet as the e-solution for a variety of reasons. However, the critical decision maker for our leadership was the business model and philosophy of WinSpecNet. Not only has the WinSpecNet team worked closely with the league's technology team to re-envision the organization's on-line presence, but WinSpecNet has made every effort to work as an extension of the Liger / Team Rensi UYRL staff."

According to WinSpecNet's Marketing Director, Wendy Kuncken, "The WinSpecNet program didn't look to re-create what UYRL does but rather transform the UYRL personality into an on-line presence that both represents and expands the image and services provided to its students and the community at large. What we build is an infrastructure on which the league presents its image, communicates with constituents and builds its brand equity."

Martin continued, "Internet technology is transforming our society and itself daily. We needed a web presence and a web provider that could allow us to adapt and take advantage of new technologies while keeping our financial bottom line strong. We are pleased to have WinSpecNet join our blue chip sponsors, like Briggs & Stratton, Dale Earnhardt Jr., EA Sports, General Motors, MadCatz, NASCAR, Snap-on Tools and Team Rensi Motorsports."

About Liger/Team Rensi Urban Youth Racing League / [www.liger-racing.com](http://www.liger-racing.com)

Liger/Team Rensi Urban Youth Racing League is a 501c-3 charitable organization committed to the education, training and preparation of today's urban youths to participate and benefit from the wealth of opportunities generated by the automotive and motorsports industries.

About WinSpecNet / [www.WinSpecNet.com](http://www.WinSpecNet.com)

WinSpecNet is an Internet services company offering a broad range of Internet communications and management tools to trade associations and non-profit organizations. WinSpecNet also assists associations in identifying, developing and executing association marketing and revenue programs.

Contact:

WinSpecNet / Joseph Slakas  
888-627-7249 ext. 24  
[joseph@winspecnet.com](mailto:joseph@winspecnet.com)



L/TR-UYRL / Anthony Martin  
215-473-9014 / ligerinc@aol.com



**Contact Information**

**Sanjeet Saxena**

WinSpecNet

**Online Web 2.0 Version**

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