



NASCAR Crew Chef Challenge to highlight events at Pocono Raceway this summer.

The Crew Chef Challenge is a first-time ever cooking competition for the NASCAR Crew Chefs who, in addition to their team responsibilities, slave over a hot grill, week after week following the NEXTEL Cup circuit. The competition will pit crew chef against crew chef in a match full of grillin' and chillin' sure to drive them home to victory. A portion of the proceeds from this event will be donated to Victory Junction Gang Camp.

Long Pond, PA ([PRWEB](#)) February 29, 2004 --RACE Motorsports Marketing and Pocono Raceway announced today the first annual Crew Chef Challenge to be held the weekend of July 30 at the speedway. The Crew Chef Challenge is a first-time ever cooking competition for Crew Chefs who, in addition to their team responsibilities, slave over a hot grill, week after week following the NEXTEL Cup circuit. The competition will pit crew chef against crew chef in a match full of grillin' and chillin' sure to drive them home to victory. A portion of the proceeds from this event will be donated to Victory Junction Gang Camp.

It is the Crew Chef who fuels the famous NASCAR drivers and teams to victory week after week and now it is their time to shine. Each chef will prepare his or her favorite race-day dish live before an audience of racing fans from all over the country. Crew Chefs will be awarded prizes and bragging rights for their dish's creativity, taste and crowd appeal.

The event will be a fun and exciting interactive afternoon for the whole family to enjoy. A cookbook titled Tastes of Victory will be available for purchase at the event. The cookbook will contain recipes from the Crew Chef Challenge, NASCAR drivers, racing personalities and fans. Fans are encouraged to contribute their favorite race day meal recipes for inclusion in the book. Check www.racesports.net for full details.

About RACE Motorsports Marketing LLC- RACE is a marketing firm devoted strictly to the motorsports industry. The firm will demonstrate that a well designed motorsports strategy will demand brand recognition, offer revenue generating opportunities, and develop not just any relationship with your clients but a "Power Relationship".

About Pocono Raceway- Pocono Raceway has long been recognized as one of NASCAR's most competitive raceways. Pocono's unique 2.5 mile track features three turns, each with its own degree of banking. For additional information please contact



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