



NASCAR team "Crew Chefs" will compete in cooking competition.

*NASCAR team members who love to cook will whip up the favorite dish in front of a crowd at Pocono Raceway in July. A cookbook, *Tastes of Victory*, will be published to complement the event. The book will include Crew Chef entries and favorite recipes from race fans across the country. A portion of the event and cookbook proceeds will be donated to Victory Junction Gang Camp.*

([PRWEB](#)) April 9, 2004 --RACE Motorsports Marketing announced its first annual event at Pocono Raceway to be held Friday, July 30 at 5:30 in the infield area of the track. During a recent interview when asked how she came up with the idea for a cooking competition, company president Robyn Cavallaro explained that the event name is a play on words. "Every NASCAR team is directed by a Crew Chief who leads the team to victory. The Crew Chef provides the "fuel" that leads the team to victory. This is how the Crew Chef Challenge was born. . It was my idea to provide a chance for those behind the scene team members a time to shine."

Robyn continues "After spending some time in the garage area I quickly noticed the teams devouring some great looking and aromatic grilled food. Having an immense love of food my curiosity got the best of me and I had to find out where it was coming from. After some investigation I discovered an amazing group of individuals who, in addition to providing three hearty meals a day, are an integral part of the race team success." Robyn says "You will find Crew Chefs behind the big rig of your favorite driver's team hauler, tuning engines and even assisting the driver into his car at race time. And boy can they cook! These Crew Chefs are as important to the team success as their fearless leader the Crew Chief."

RACE approached Pocono Raceway to host the event. "The officials at Pocono are always looking for new ways to enhance the fans experience at the track" said Robyn. "They were excited to have the opportunity to work on a project that showcases more of the team and that would be fun for all family members to attend."

The event will be held immediately after qualifying on Friday afternoon in the infield area. The event is free for all infield area ticket holders. Robyn also mentions "Trackside will televise a portion of the event live." A local personality will emcee the event. The crowd will be entertained with a cooking display and some interesting facts about the "Crew Chefs".

Robyn says "to complement the event we are publishing a cookbook called "Tastes of Victory" a recipe collection from the first Crew Chef Challenge." The book will be a combination of Crew Chef and race fan recipes. Lori Munro of www.war-wagon.com has designed all original artwork for this officially licensed product. "We have created some fun and interesting categories to make the book a unique must have for NASCAR fans and anyone who loves to cook." Fans don't wait to send your recipe, get it in early to ensure inclusion in the book. "The response to the book has been tremendous", states Robyn. To submit your recipe go to www.racesports.net and click on the Crew Chef logo. "We are currently taking with QVC and hope to have the book available on For Race Fans Only in September", says Robyn, "the book will also be available at the event and on our website."

By the way Robyn says "We are working closely creating contests with several of our sponsors." Look for the opportunity to grill along side the crew chefs during the competition or become a guest judge! Check the website often for promotions and event updates.



Robyn feels it is important to give back to the community which is why she has chosen to donate a portion of the event and cookbook proceeds to Victory Junction Gang Camp. For more information on Victory Junction visit their website at www.victoryjunction.org.

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".



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