



## **New Richmond, Wisconsin Speedway Goes Big Time**

*Cedar Lake Speedway (New Richmond, WI) teams up with audio/video/film production company, Montage Creative (Minneapolis, MN) to provide large screens, broadcast quality, multi-camera shoot, and instant replay.*

([PRWEB](#)) April 23, 2004 -- Cedar Lake Speedway is located just 30 minutes from the Twin Cities, in New Richmond, Wisconsin. Says Bob Kaufman, Co-owner for Cedar Lake Speedway, "We've teamed up with international DigitalFilm, video and large screen production company, Montage Creative, Inc. of Minneapolis, Minnesota. Our plans include large screens, multi-camera, broadcast quality video production, closed-circuit internal broadcast, and instant replay."

Says President/CEO of Montage Creative, Inc., Brad Thompson, "Our goal is to make local racing a major event, a destination. With nearly 200,000 spectators per year and over 1,000 racing teams, it's just a great place to provide communication."

Cedar Lake Speedway and Montage Creative, Inc will make available "time" on the million dollar, multi-media system for sponsors to communicate with race car drivers, their teams and racing spectators.

When asked how they intend to support these new big budget items, Mr. Thompson answered, "We are already talking to some major companies who are very interested in what we're doing. I expect to have a fully sponsored track by May 31, 2004. The opportunity is theirs. "If you build it, they will come." What used to be a Saturday night race, will soon be a weekend event."

For more information on Cedar Lake Speedway and the 2004 racing season, visit them online at [www.cedarlakespeedway.com](http://www.cedarlakespeedway.com).

Montage Creative, Inc. is a full-service audio, video, and DigitalFilm production company, found online at [www.montagecreativeinc.com](http://www.montagecreativeinc.com)



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