



## **Young, Aspiring Race Car Driver Targets 2004 ARCA RE/MAX Series; Will Give Ten Percent of Race Winnings to Cystic Fibrosis Foundation**

*(Houston, Texas) Chris Fowler of Chris Fowler Racing in Orange Park, Fla., is pleased to announce that he will donate 10 percent of his race winnings in 2004 to the Cystic Fibrosis (CF) Foundation, headquartered in Bethesda, Md. Fowler's previous racing record includes 2nd, 3rd, 4th and 5th place finishes in the 2002-03 Skip Barber Formula Dodge Southern Series. He is targeting the ARCA RE/MAX Series, which includes 22 events in 12 states. The first race of the season is February 7, 2004 at Daytona International Speedway in Daytona Beach, Fla.*

Houston, TX ([PRWEB](#)) December 11, 2003 - Chris Fowler of Chris Fowler Racing in Orange Park, Fla., is pleased to announce that he will donate 10 percent of his race winnings in 2004 to the Cystic Fibrosis (CF) Foundation, headquartered in Bethesda, Md. Fowler's previous racing record includes 2nd, 3rd, 4th and 5th place finishes in the 2002-03 Skip Barber Formula Dodge Southern Series. He is targeting the ARCA RE/MAX Series, which includes 22 events in 12 states. The first race of the season is February 7, 2004 at Daytona International Speedway in Daytona Beach, Fla.

"I believe in the CF Foundation. I have been living with cystic fibrosis since I was six months old, and I plan to be here when a cure for CF is discovered. I also want to inspire other patients who have been diagnosed to live out their dreams," Fowler, who is 28, said.

CF is a genetic disease that affects approximately 30,000 people in the United States. A defective gene causes the body to produce abnormally thick, sticky mucus that leads to chronic and life-threatening lung infections and impairs digestion.

"Chris's commitment to CF research and his drive for success in the professional racing arena are truly admirable. He is a unique individual that is determined not to let CF stand in the way of his dreams," said C. Richard Mattingly, chief operating officer of the CF Foundation. "We appreciate Chris's support as we strive to find better treatments and a cure for this disease. We know his example will be an inspiration to the many young people living with CF throughout the country."

Fowler is in need of sponsors for the 2004 race season. The average per-race attendance for the ARCA RE/MAX Series in 2002 was more than 30,000, and the number of television viewers in 2002 was almost 25 million. In 2003, the Speed Channel broadcast the majority of ARCA RE/MAX televised events (live or same-day tape delay). Speed Channel is the premier Motorsports TV network that reaches approximately 50 million homes. As a result of very solid television ratings in 2003, SPEED Channel will return for more live coverage in 2004 with dates and times to be announced by ARCA by the end of 2003. ([www.arcaracing.com](http://www.arcaracing.com))

Sponsorship packages are available at <http://sponsor.fowlerracing.com>. Additional information about Fowler is available at [www.fowlerracing.com](http://www.fowlerracing.com) or [www.helpmerace.com](http://www.helpmerace.com). Interested sponsors may contact Tracy Rummel at 713-294-9888, 888-248-4521 or [tracy@brandsoup.com](mailto:tracy@brandsoup.com) for more information.

Brand building services offered by The Brandsoup Agency include brand strategy development, vision strategy development, channel and consumer promotions, sponsorships, advertising, publicity, communications and



marketing program development, competitive analysis and Web site design, development and hosting. To learn more, visit [www.brandsoup.com](http://www.brandsoup.com) or call 713-294-9888 or 888-248-4521

###



**Contact Information**

**Tracy Rummel**

BRANDSOUP

<http://www.fowlerracing.com>

713.294.9888

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).