



## Speed Channel to Premiere its First Online Webisode to RacingJunk.com's Community of Racers

*SPEED Channel joins with RacingJunk.com, the performance racing industry's leading classified ad portal, in announcing the exclusive web cast of SPEED Channel's upcoming new series, "Pinks."*

North Adams, MA ([PRWEB](#)) March 27, 2005 -- This marks SPEED Channel online debut of an episode of a television series, as well as a first for the highly trafficked racing portal. SPEED Channel is partnering with RacingJunk's community of users to showcase the new reality based show online. The March 29 (8 p.m. ET) online release will be a full four months in advance of its July 2005 debut on SPEED Channel.

Tuesday, March 29 RacingJunk.com will unveil the "webisode" or shortened version of the show's premiere episode of "Pinks," which will be made available for viewing on-demand. No registration will be required to view the episode.

PINKS is a reality show that pits drag racers against each other with the stakes put up by the contestants themselves, in the form of titles to their cars (the pink slips). The show puts the REAL back in reality shows; losers will actually lose their cars. PINKS will match cars with others in the same class and the contestants will negotiate handicaps. After the first heat contestants renegotiate to adjust for the cars' speed variable.

"We feel that RacingJunk.com is the perfect online venue for us to premier the show" said Rich Christensen, creator of the show. "We see how powerful the combination of debuting a show online and creating a following for your television show can be. This is the wave of the future and with SPEED Channel and RacingJunk.com combining to do this; we feel that our show will be extremely successful when launched in July."

"We are very excited to work with SPEED Channel and Rich Christensen the show's creator on this innovative effort to debut "Pinks" to our legions of users," said Osmin F. Alvarez, CEO of RacingJunk.com. "This debut shows the potential of a site like ours to work with television shows and other media to not only create a buzz, but to get fans to involved interactively discussing the show -- as millions of users spread the word through our tightly connected community of racers and fans." To view the first episode of "Pinks", no registration is required. RacingJunk.com users and others simply need to go to <http://pinks.racingjunk.com> on Tuesday, March 29 at 8 p.m. (ET). The webisode will also be available for viewing on-demand for approximately one month.

"The PINKS concept is daring, edgy and of-the-moment, so the marketing and recruiting plan for the show has been carefully designed to reflect that," said Robert Ecker, SPEED Channel VP of Programming. "With this in mind, the notion of previewing the show on the web seemed pretty organic. Our goal here is to reach out to prospective participants by letting them see exactly how intense the drama can be, and the reason it is so intense is because the stakes are so high. Certainly not everyone will want to risk losing their prized vehicle; we believe that those who might can be found on dedicated websites like RacingJunk.com."

In addition to viewing "Pinks" on RacingJunk.com, fans of the show will have an opportunity to interact in a



unique online environment about the show with forums, "Pinks" blogs, and a unique ability to sign up to see if they can participate in the next filming of the show in Orlando, FL on May 26-29 and with links to The Speed Channel and Pinks.tv where the official show site is located.

#### About RacingJunk.com

RacingJunk.com is performance racing industry's leading portal & classified website. RacingJunk.com has over 65,000 registered members, over 800,000 visitors monthly and over 33 million page views monthly. RacingJunk.com also owns and operates RVJunk.com and BoatingJunk.com.

#### About the Speed Channel

SPEED Channel is the nation's first and foremost cable network dedicated to motor sports and the passion for everything automotive. From racing to restoration, motorcycles to movies, SPEED Channel delivers quality programming from the track to the garage. Now available in more than 68 million homes in North America, SPEED Channel is among the fastest growing sports cable networks in the country.

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**Online Web 2.0 Version**

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