

## **CKI Announces Driver Sponsorship for First Time Entrants**

**Supporting drivers from clubs all across the country that are competing in the CKI National Program for the first time.**

Tempe, AZ – In an unprecedented move that supports Karters and Teams at Local and Regional levels, CKI announces an exciting new support program for first-time entrants at the upcoming national event at New Castle Motorsports Park April 9-11. Drivers that have never raced in a CKI Event are eligible for a support program that pays their entry fees at their local or regional home program for the balance of 2010. At the completion of the New Castle Event the total points will be tabulated for each of the first time entrants. The top ten in weekend points of those drivers will receive the award. CKI will sponsor those ten drives with entry fees for the 2010 racing season of either, one entry fee per event for their local club series (up to 7 events), OR one entry fee per event for a regional series (up to 5 events), OR one entry per event for the remaining 4 races in the WKA Manufacturer's Cup Series.

"CKI has always supported Local and Regional Programs with our Race Lives Near You Program." Says Kevin Williams of CKI, "We've taken this theme a bit further by channeling funds back into the programs our Drivers run back in their home areas. It's a win-win for many levels of our great sport, and the acceptance in the sport has been tremendous."

The new support program also allows teams to bring drivers to experience the high-level of a CKI Event, that may have been cost-prohibitive before this program was initiated.

"This program helps our race team build a stronger base of drivers at the first level of Karting while introducing them to the CKI National level of races once they are ready," states Csaba Bujdosó of Checkered Motorsports –PCR.

Dave Davies of SSC East commented, "In these tough economic times this program provides the opportunity for more drivers to participate not just on a national level but on a local and regional level as well,"

"Being affiliated with a race series that supports drivers from the national level all the way to the club level follows our company's goals and vision," stated Mike Tetrault of Grand Products.

After the ten selected Drivers return home to their local region, CKI will submit their entry fees to the local tracks and regions they select, supporting the tracks and local regions the drivers participate at. CKI will also remain in contact with the recipients to continue their support for the balance of the 2010 Season.

"A program that not only rewards first time entrants competing at the top level but supports the local and regional programs by encouraging those racers to return to their roots is a

winning combination for all levels of karting.” Stated Dan Schlosser of Turn 1 Pro Sports and Karting Director of Beaverun Motorsports Complex.

“Fantastic! It’s nice to see someone thinking out of the box to benefit the local racer.” Quoted Stacey Cook of Grand Junction Motor Speedway.

“CKI's Race Team Support Program provides the opportunity for our racers to compete at a national level while continuing their ongoing participation at our local club." Echoed Tony Schroeder of Homestead Karting.

"Rewarding the club racer by sponsoring entry fees is a great way to support the drivers that make up the backbone of our sport" Stated Mike Adams of New Castle Motorsports Park

Championship Karting International continues its support and will introduce programs at all levels as it prepares for its season, the WSK North American Series by CKI. Championship Karting International begins its 2010 National Schedule with its first event April 9-11, 2010 at New Castle Motorsports Park. For entry and more information, visit <http://www.ChampionshipKartRacing.com>.