

## **Announcing “Get Green Racing” Veteran Team Owner Frank Cicci Starts First Green Friendly Race Team**

Mooresville, NC (Sept. 18<sup>th</sup> 2008) As a Veteran NASCAR team owner, Frank Cicci knows his way around the racetrack. A native of Elmira, N.Y., Cicci began his career as a NASCAR car owner in 1979 on the dirt tracks of upstate New York and through his storied career in the NASCAR Nationwide Series. Cicci has 752 total starts and 19 victories. He found that a successful team is more than just a car and driver going around an oval, it is a combination of winning factors.

Cicci is now using his experience to start the first race car team that is concerned with Earth friendly objectives – Get Green Racing.

*“It is time that a race team is not only dedicated to win but, also to make a real change in the way that we impact our planet,” said Cicci, “this is why we are taking a green approach to all of our actions from the garage to the track and working to promote earth friendly sponsors with the race team. Any small difference we can make in the lives of our fans is worth it to ensure the future of the sport”*

Among many of the changes at Cicci Racing is the dedication of all team members to recycle and reuse:

### **In the Shop:**

- Get Green Racing will capture all oils and chemicals from going down the drain which in turn will be picked up by a recyclable company. In addition waste water is collected to be recycled, reused or disposed of properly.
- In the Get Green Racing shop, only energy-conserving lights are used and plans are in place to cover the floor with a bright reflective paint for additional light.
- Power is another important function. Get Green Racing is looking to the future. Currently the Get Green Racing Team is in the process of cycling out old equipment and replacing it with energy-efficient equipment that carries the Federal Energy Star ENERGY STAR® rating and will soon begin installation of solar power panels to generate electricity.
- Every effort is made to recycle all possible disposable items including oil, antifreeze, tires, batteries and packing materials.
- Get Green Racing is also leading the way through the use of environmentally-friendly cleaning products that won't harm the ecosystem.
- In addition, the team uses washable, reusable sponges and towels and when necessary, paper towels that are made with recycled content.

### **In the Office:**

- Get Green Racing is moving to replace aging office equipment with Federal Energy star ENERGY STAR® certified products, which use less energy to reduce greenhouse gas emissions and overall energy costs.
- Recycling: The oldest green practice is alive and well anywhere the team's staff travels.
- Consolidation: Get Green Racing Team members use multifunction printers that combine printing, scanning, copying and faxing capabilities and use up to 40% less energy and materials compared to single-function products.
- Get Green Racing is moving to the electronic office where possible to lessen the number of pages printed when printing must be done. Get Green Racing encourages double-sided printing, the reuse of scrap documents, the use of soy based inks and using only 100% post- consumer recycled paper.
- The team has reduced its overall energy bill & consumption by turning off equipment when the office is closed, when they leave the room & when traveling.

### **At the Track:**

- We actively work with the NASCAR organization, other teams, our sponsors & fans to spread our message, our expertise & work for the future of the sport. Green sponsors will have the opportunity to showcase & market there products to the more then 75 million loyal NASCAR fans. Only Sponsors that share the same earth friendly objectives & are actively seeking to reach the NASCAR Audience are being considered for the 2009 season.

Get Green Racing is currently seeking sponsors that share the same earth-friendly objectives. Cicci believes that NASCAR racing is not just about placing decals on a car with the name of the sponsor. It's also about developing a marketing plan that affects the sponsor's bottom line.

### **About Get Green Racing:**

The “Get Green Racing” Partnership was formed to create the first comprehensive environmentally- friendly NASCAR team. The goal is to bring environmental awareness not only to the participants but more importantly to 75 million brand-loyal NASCAR fans through the promotion and sale of green products and services. For more information, contact Mark Daniel –Vice President Marketing and Public Relations at [markdaniel@getgreenracing.com](mailto:markdaniel@getgreenracing.com) or visit [www.getgreenracing.com](http://www.getgreenracing.com).

###

Mark J. Daniel--Get Green Racing  
Vice President Marketing and Public Relations  
Email: [markdaniel@getgreenracing.com](mailto:markdaniel@getgreenracing.com)  
Direct: (269) 998-4169

Frank Cicci-- Get Green Racing  
Team Owner  
Email: [frankCicci@getgreenracing.com](mailto:frankCicci@getgreenracing.com)  
Phone: (704) 799-6734