

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

Mooresville, NC (Feb. 2009) – Veteran team owner Frank Cicci is launching the first green friendly face team, Get Green Racing, whose mission is help raise awareness of the importance and urgency of adopting environmentally friendly actions in our every day lives and businesses through the 75 million loyal NASCAR fans.

“It is time that our sport steps up to take on the challenge of not only running our racing team in a much more sustainable way but also partnering with leading corporate entities that are true green business leaders,” stated team owner Frank Cicci. “Together we can pave the way for professional sports to be a part of the global movement that is necessitated by the real threat that is upon all of us and impacts our future.”

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.

At Get Green Racing we know sustainability in business is more than a checklist; it is a strategy of environmentally friendly practices through an entire organization. At Frank Cicci’s Get Green Racing we are focusing on several core areas - energy efficiency, recycle and reuse, business operations and sustainable communications to our NASCAR audience. We’ll continue adding and defining new environmentally friendly processes for Get Green Racing as our season gets underway...as we know, the racing industry has long been a leader in design and innovation, Get Green Racing will be leading the way for green!

The winning combination of Get Green Racing and NASCAR can help raise awareness and educate millions of the need to be more environmentally friendly in our every day lives and businesses. Get Green Racing is currently seeking sponsors that share the same earth-friendly mission and are demonstrating that in their business goals. Cicci believes that NASCAR racing is not just about placing decals on a car with the name of the sponsor, it is also about developing a marketing plan that affects the sponsor’s bottom line.

This is the NASCAR Nationwide Series: As the second most popular form of motorsports in America, the NASCAR Nationwide Series features 35 points events at 26 tracks - including Montreal. The NASCAR Nationwide Series brings together a thrilling combination of up-and-coming drivers and established veterans. This highly competitive environment provides an additional source of excitement that complements our other national series, making it an important part of the NASCAR experience.

### **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).

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*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*