



FOR IMMEDIATE RELEASE:

High School Engine Build Competition To Exhibit At 2011 PRI SHOW

This December, as part of the 24th annual Performance Racing Industry Show, the Hot Rodders of Tomorrow will be holding an exhibition engine build competition featuring high school students that have participated in the 2011 National Championship.



Between August and June annually, high school students practice and prepare for the big game or the next challenge in their academic careers. High school auto-tech teams now have that same opportunity when they compete in the Hot Rodders of Tomorrow Engine Challenge.

" This was the first year for us to compete. We received a package of info in March of 2011. We practiced with different students to find ones that were committed. I try to give the students real world experiences and this event does that for them in many ways. It teaches teamwork, communication skills, social skills and listening skills just to mention a few. Not to mention the skills needed to disassemble and reassemble the engine. School for us just started and I already have a list of students that want to try out for another team."

-Chris Overfelt, Burton Center for Arts and Technology

In conjunction with the 24th annual PRI Show, the Hot Rodders of Tomorrow engine building competition will be showing engine building exhibitions during the week. Laying the ground work for a future regional qualifying location. High Schools from the Division 2 area (Florida, Alabama, Georgia, South Carolina, North Carolina and Tennessee) are invited to participate. Divisional winners will advance to compete in the 2012 National Championship.

"We're excited to be able to feature the next generation of race engine builders in the PRI Trade Show via the Hot Rodders of Tomorrow Engine Challenge, said Steve Lewis, producer

of the PRI Trade Show. These fine young people represent the future of racing and the performance racing aftermarket. This is going to be fun."

Along with being dubbed "champion," these student engine builders are eligible for prizes, sponsorships and support from select companies as well as scholarship money to aid in future education and training. To date more than 3 Million dollars in scholarship money has been awarded. Thus far, monetary commitments have been made by the University of Northwest Ohio in Lima OH, Ohio Technical College in Cleveland OH. and SAM, the School of Automotive Machinists, located in Houston, Texas.

The Hot Rodders of Tomorrow Engine Challenge began in 2008 with just five schools as an exhibition and has grown into a national competition for high school students. In 2011, more than 70 teams have competed nationwide. The event serves as a forum for the future development of today's youth for the race and performance industry. During each regional qualifying competition, students must properly disassemble small block Chevy engines using only hand tools and follow proper disassembly and reassembly procedures. This is a competition against the clock, so time added penalties may be issued.

"- it's all about the kids. Many of us have commented that to see excitement from kids at the high school level about a possible career is terrific! In a day where Shop Class and Co-Op type programs aren't even available in so many school districts, it is a pleasure to see instructors give their time and enthusiasm toward not just the automotive industry, but some highlight to what performance aftermarket is all about!

I think we've got a reverse pyramid - instead of the trickledown effect, Hot Rodders of Tomorrow affects the students from ground up and opens the spectrum of possibilities on how to get to a career that certainly most of us feel is a hobby!" - Ed Monte, MSD Ignition, Sponsor

" Just wanted to update you about our automotive program at Joliet Township High School. Since our trip to S.E.M.A. in 2009 the interest in our auto shop classes has really grown. We were the talk of the school and the community with the win in Las Vegas. Since then we had to add a third instructor which opened up 2 more classes (48 students). Our vocational class has enough interest to provide us with 2 teams for the divisional competition. Three students from the winning team took advantage of the scholarship money and enrolled in Ohio Technical College. As you know, one of those students, James Seeley, applied for and was granted a full ride scholarship from S.E.M.A. for the diesel program. Thanks again for putting us on the map with your program." - Mark Brannick, Auto Instructor, Joliet Township H.S.

To date Hot Rodders of Tomorrow has had a total of 152 teams with 1064 students participating in the competition and has been seen by more than 502,000+ people at Divisional and Championships. It's judges are a group of highly committed volunteers and is sponsored by the best companies in the Race & Performance Business.

For more information visit www.hotroddersoftomorrow.com or contact Rodney Bingham at 815-722-5460, rbingham@hotroddersoftomorrow.com



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