



It's not your same old summer camp!
Camp Motorsport™



at VIRginia International Raceway

FOR IMMEDIATE RELEASE

PRESS RELEASE

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CAMP MOTORSPORT KICKS OFF SCHOLARSHIP CAMPAIGN!

Camp Motorsport announces the development of a scholarship fund, designed to assist children in attending summer race car and kart driving instructional programs. “We want to make Camp Motorsport accessible to any child who wants to attend, regardless of their financial circumstances” shares Camp Director, Diane Tyrrell. “Children with limited financial resources often have limited access to experiences during childhood, which can lead to restricted aspirations for adulthood. It is often that the children who have the most to gain from the camp experience have the least access to it. We desire to raise funds to provide these opportunities.”

In addition to the general scholarship fund, the camp is seeking specific tuition funding in order to provide the Camp Motorsport experience for girls and children of color. “Camp Motorsport is committed to promoting diversity within its program. We recognize that there are very few female and minority role models in the racing industry, and as such, many girls and children of color are not aware that their own participation in motorsport is an option. Additionally, we recognize that many girls have not had the same exposure to motorsport as their male counterparts” shares Tyrrell.

“We hope to raise enough initial funds to help send some campers to camp this summer. Ideally, our long range goal is to generate enough support to create an endowment which would be self-sustaining, as well as connect with some long-term sponsors” notes Tyrrell. The camp will work with prospective donors and sponsors to develop the funding opportunities that best match their funding requirements.

“By supporting Camp Motorsport, donors and sponsors will be contributing to the positive personal growth and development of youth, as well as supporting the development of the future of racing.”

“Camp Motorsport introduces kids to racing at the participant level, not “just as fans”. This participatory behind-the-wheel experience, as well as motorsport career exploration and other activities offered at camp, leads to a lifetime love of racing, fan development, driver development, career development, and development of future consumers” shares Tyrrell.

Additionally, Camp Motorsport is a great match for companies seeking to develop students studying engineering, math, science, motorsport management, or other racing-related careers. Camp activities include exposure to career options in the motorsports industry, and kids participate in math, science, and racing –technology-based environmental education activities, all of which can be a motivator in school and future career development.

“The future of racing starts with the youth of today. Camp Motorsport is an integral part of this process.”

To donate, host a funding event, or become a sponsor, please contact (434)822-2999

Camp Motorsport is a unique race car and kart driving resident camp for girls & boys, ages 8-16. Every camper drives every day, with driving instruction and racing education that rivals the best professional racing schools, at a real racetrack, as well as enjoys all of the fun activities of a traditional summer camp, such as campfires, sports, swimming...and more! Campers attend for 1 or 2 week sessions and live in air-conditioned dorms at VIRginia International Raceway, nestled on 1300 acres of rolling hills & woods, complete with fishing pond and swimming pool, near Danville Virginia. No prior driving experience required to attend. Camp Motorsport is accredited by the American Camp Association. www.campmotorsport.com (434) 822-2999