



**“Every Lap Counts” Worldwide Charity Fund-Raising to Continue in This Weekend’s Races at the Rolex 24 At Daytona**

*Win In Dubai Raised More Than \$10,000 in Charitable Funds for Children So Far In Support Of Camp Boggy Creek and El Salvador’s Chapter of the Padre Arrupe Foundation*

**DAYTONA BEACH, Fla. (Jan. 26, 2010)** – With one victory and more than \$10,000 in donations already pledged, Every Lap Counts (ELC) – a global fund raising effort supporting charitable causes for children through major international endurance auto races – will continue this weekend at the Rolex 24 At Daytona where no less than four race cars will proudly carry the [www.EveryLapCounts.com](http://www.EveryLapCounts.com) logo in two races at the “World Center of Racing.”

The new charitable initiative moved off to a winning start two weeks ago in the 5<sup>th</sup> Anniversary Dubai 24 Hours where the No. 112 El Salvador Impressive/SPEEDCOM Communications/Marcos Racing International BMW 120D won its class while garnering over \$10,000 in pledges from donors around the world. Every Lap Counts picks up again at Daytona this weekend where the No. 6 Michael Shank Racing Ford Riley Daytona Prototype of **Brian Frisselle, Michael Valiante, Mark Patterson** and NASCAR driver **AJ Allmendinger** will support the cause in the featured Rolex 24 GRAND-AM Rolex Sports Car Series race. Three BGB Motorsports Porsches will also race in support of ELC in Friday’s Fresh From Florida 200 Inaugural GRAND-AM Continental Tire Sports Car Challenge Series race. You can donate now at [www.EveryLapCounts.com](http://www.EveryLapCounts.com).

“I am so proud of everyone that worked so hard to get Every Lap Counts off to a winning start in Dubai,” said Toto Lassally, SPEEDCOM Communications CEO, ELC Founder and one of the No. 112 BMW’s winning drivers. “This entire project has taken so much time and energy but to leave Dubai with a victory while also raising more than \$10,000 for some special children around the world makes it worth it. We are off to a good start and I want to thank everyone at Michael Shank Racing and BGB Motorsports for keeping the Every Lap Counts drive alive again this weekend in Daytona.”

The No. 6 Michael Shank Racing Ford Riley is expected to contend not only for the overall Rolex 24 win but also the pole position in this Thursday’s qualifying session.

“I know I join my teammates in saying it’s an honor to race for Every Laps Counts in our Michael Shank Racing Ford Riley,” said Frisselle, who is also joining his racing brother Burt in hosting the annual Frisselle Brothers’ Mini-Golf Tournament this Wednesday, Jan. 27, during GRAND-AM Day at Camp Boggy Creek. “We can’t wait to compete in the Rolex 24 but the fact that we can now race in support of Camp Boggy Creek and some other children around the world that can use some much needed help makes it even more special.”

All three of BGB race cars will be competing in support of ELC with the team’s No. 23 BGB Motorsports Porsche Cayman S and drivers **Keith Carroll** and **Duncan Ende** entered under the [EveryLapCounts.com](http://EveryLapCounts.com) banner. The No. 38 BRM Watches/PerformanceDrink.com/Road Sport Supply/BGB Motorsports Porsche Cayman S of **Steve Jenkins** and **Craig Stanton** and the No. 83 [PerformanceDrink.com](http://PerformanceDrink.com) /BGB Motorsports Porsche 997 of **Stewart Tetreault** and **Guy Cosmo** will also be racing to raise ELC funds. **John Moore**, BGB Motorsports owners, has already committed up to \$5,000 in matching pledge funds and a challenge has been made to other GRAND-AM team owners to show similar support.

The No. 112 BMW victorious in Dubai raced in the competitive D1 (Diesel 1) class and Lassally was joined by **Jim Briody**, **Hal Prewitt** and Marcos Racing International owner and accomplished Dutch

driver **Cor Euser**. This weekend's racing schedule starts with the Fresh from Florida 200 on Friday afternoon, Jan. 29, with the featured Rolex 24 starting at 3:30 p.m. ET, Saturday, Jan. 30, and running 24 hours straight until the same time on Sunday, Jan. 31.

Through [www.EveryLapCounts.com](http://www.EveryLapCounts.com), ELC allows donors – through per-lap or single amount pledges – to support either Camp Boggy Creek, the El Salvador Chapter of the Padre Arrupe Foundation or both worthwhile causes through a 50/50 pledge option. Located in Florida, Camp Boggy Creek is a member of Paul Newman's Hole in the Wall Camps that provides a traditional camping experience for children suffering from chronic and life threatening illnesses. The Padre Arrupe Foundation is one of the leading organizations gathering relief funds for children and other victims who lost their homes and more during last year's catastrophic storm-driven landslides the swept through Verapaz, El Salvador.

Camp Boggy Creek is a designated charity of GRAND-AM while SPEEDCOM Communications is entering its fourth year as the Official Communications Supplier of GRAND-AM.

Headquartered in Daytona Beach with additional corporate operations around the globe, SPEEDCOM Communications is the world leader in motorsports radio and communications systems and also offers a related line of high-performance products and accessories for companies and competitors in all facets of the motorsports industry.

SPEEDCOM principals also gain first-hand experience on race tracks around the world and frequently test and develop in competition the latest communication products and components in such demanding races as the 24H Dubai and the 24 Hours of Nurburgring. Only by racing with and using what it sells to competitors around the world can SPEEDCOM know first-hand the demands placed on its equipment in race conditions.

In addition to its flagship headquarters in the heart of the "World Center of Racing" in Daytona, SPEEDCOM also maintains corporate offices in Spain and Holland. SPEEDCOM products and technology are distributed globally throughout the United States, Canada, Mexico, The Caribbean, Spain, Portugal, Holland, Belgium, Scandinavia, Italy, Germany, France and New Zealand. Check out SPEEDCOM at [www.speedcomracing.com](http://www.speedcomracing.com).

For information on Camp Boggy Creek visit [www.BoggyCreek.org](http://www.BoggyCreek.org) or call 866-Go-Boggy (462-6449).

Check out [www.EveryLapCounts.com](http://www.EveryLapCounts.com) now!

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