



For Immediate Release

## Win a Roush Yates Engine

**Mooreville, NC (October 1, 2010)** Roush Yates Engines will be giving away one of their world-class engines to help benefit children in their community and everyone has the opportunity to win. Roush Yates, a premier engine builder out of North Carolina, will be raffling off a new Sprint 360 engine at the upcoming International Motorsports Industry Show and all of the money raised will be donated to help improve the technology at a local school. Tickets go on sale starting Friday, October 1<sup>st</sup> and can be purchased at [www.roushyatesparts.com](http://www.roushyatesparts.com).

Roush Yates Engines designs, engineers, and crafts high performance racing engines for all forms of motorsports. Known primarily for their success in the NASCAR Sprint Cup Series, Roush Yates has extended their presence to include NASCAR Nationwide, ARCA, Grand-Am, FIA GT3, ASCS, Dirt Late Model, Dirt Modified, Marine, and NHRA Pro Stock series. With 80 wins and 2 Championships so far this season, Roush Yates is quickly becoming the powerhouse to beat in races all over the country.

"I am excited to announce that Roush Yates will be raffling off an engine to raise money for Davidson Day School," said Doug Yates, CEO of Roush Yates Engines. "This is a great opportunity to use our knowledge and skills to give back to the kids in our community. Our Sprint 360 program is top-notch, and whoever wins this engine will not be disappointed."

This will be the first year that Roush Yates is giving away a Sprint 360 engine for charity and allowing everyone, not just trade show attendees, a chance to win. Davidson Day School is a pre-K through 12<sup>th</sup> grade school that emphasizes character and community service while preparing today's kids for tomorrow's technology. Proceeds from the engine raffle will give Davison Day School the funds to expand their Media Center, allowing more computers for more kids.

"We are delighted to benefit from the Roush Yates raffle, which will enable us to expand our Media Center," said Bonnie Cotter, Head of Davidson Day School. "One of our most critical tasks as educators is to prepare students for success in the 21<sup>st</sup> century. Giving them extensive access to technology integrated with the learning process is critical to reaching this goal."

Five dollar raffle tickets can be purchased at [www.roushyatesparts.com](http://www.roushyatesparts.com) starting October 1<sup>st</sup>. The drawing will be held at 3pm on Friday, December 3<sup>rd</sup> at the International Motorsports Industry Show in Indianapolis, Indiana. Everyone must be 18 years old to enter and you do not have to be present to win.

### About Roush Yates Engines

Roush Yates Engines designs, engineers and crafts high performance racing engines with the power to perform and the horsepower and durability you'd expect from legendary NASCAR pioneers Jack Roush and Robert Yates. The partnership of power and precision has come from merging the knowledge and experience of two legendary engine builders, both with a passion for winning today and powering up for tomorrow. In 2009 Doug Yates purchased his father's half of Roush Yates Engines to become a co-owner in the company.

As CEO, Doug Yates leads a staff of 180 engineers and technicians who design, assemble, test, and service racing engines at two separate state-of-the-art facilities in Mooresville, North Carolina. Here, the best minds and latest technology are hard at work producing nearly 1,500 racing engines each year for teams in the NASCAR Sprint Cup Series, NASCAR Nationwide Series, NASCAR Camping World Truck Series, ARCA, Grand-Am, FIA GT3, Dirt Late Model, Sprint cars, and NHRA Pro Stock. At Roush Yates Engines, the mission is Power Performance, which is achieved through innovation design, precision engineering, and skillful craftsmanship. Building the best engines in racing today, providing service that's second to none, and honoring a commitment to research and development are the heart of Roush Yates Engines.