



## **Hundreds of Grassroots Racers Submit Videos in Champion® Brand's 'Search for a Champion' Race Sponsorship Contest**

Nearly 350 grassroots racers – ranging from a 10-year-old Tiger Sprint Kart driver to 30-year veterans of dirt and asphalt circle track, drag, motocross, snocross, and watercross racing – have submitted carefully crafted video entries to the Champion® brand's innovative "Search for a Champion" motorsports sponsorship contest. Champion is Federal-Mogul Corporation's "Performance Driven™" brand of spark plugs, automotive filters, wipers and chemical additives.

The "Search for a Champion" contest is a comprehensive program designed to connect a new generation of consumers with one of the automotive industry's most popular brands. Champion will award five \$10,000 (USD) sponsorships and one \$50,000 (USD) grand prize sponsorship to qualifying entrants whose videos best demonstrate their ability to dominate the action in engine-driven racing series in 2012 while using Champion products.

Winners of the five \$10,000 sponsorships were determined by online voting that ran through February 5, 2012, at [www.AlwaysaChampion.com](http://www.AlwaysaChampion.com). Announcement of the five \$10,000 recipients will be made by Champion spokesperson and NASCAR® Sprint Cup driver Kevin Harvick in conjunction with the season-opening Daytona 500 on Sunday, February 26, 2012. Online voting for the \$50,000 sponsorship will run Feb. 22 through March 21 with Harvick announcing the Champion grand prize winner on April 2.

"Our contest participants cover virtually every area of the U.S. and Canada, every type of engine-driven racing and an incredible range of ages and backgrounds," said Jessica Wynn, manager of brand strategy, North America, Federal-Mogul. "We've had racers display the Champion 'bow tie' logo on their cars, sleds, boats and fire suits in their

garages and on their websites and Facebook pages. One participant's entry recently ended up on television in a major midwestern city."

For additional information about the contest and "Performance Driven" Champion products, please visit [www.AlwaysaChampion.com](http://www.AlwaysaChampion.com).