

**FOR IMMEDIATE RELEASE**

Contacts Kane Williams

561.797.3999

**TEAM PBIR EXPANDS THE 2010 ROOKIE CHALLENGE  
PROVIDING MORE FOR THE DRIVER AND THE LOCAL PALM BEACH AREA**

\*\*\*\*\*

Two drives now become an option for entrants in the 2010 challenge.

Palm Beach, Fla (January 28 2010) Palm Beach Racing (Team PBIR) in association with the Palm Beach Film and Television Commission, the Palm Beach County Tourist Development Council and MCTV / Dragonlake Productions proudly announces today a major development in the 2010 Rookie Challenge with the expansion of two drives becoming available for entrants in this year's inaugural challenge and exciting new partnerships formed with Palm Beach communities.

The Team PBIR Challenge will take place at the Palm Beach International Raceway with Team PBIR's outstanding Formula BMW Single Seater racecars and will be held over a full week starting on March 16<sup>th</sup> 2010. Drivers will have multiple runs in the cars clocking over 150 miles in total track time around the 2-mile long road course to find **two** up and coming stars for the world of Motorsports.

It does not stop there. The challenge will also push the entrants to the limit, with not only a large amount of seat time for the driver but also test them in their physical fitness with renowned driver trainer Jim Leo putting them through their paces in a far different way for a full day of the challenge. Drivers will go face to face with a panel of media experts including leading sports broadcaster Jack Arute, award winning Motorsport producer David Turner and Chuck Elder, Film Commissioner for the Palm Beach County who will be looking at their skills away from the track and their off track awareness and potential to what today's modern driver faces in the highly competitive and commercial world of Auto Racing. Plus a panel of driver experts will be examining them on the track.

The entire Challenge will be captured in the formation of the Team PBIR Rookie Challenge reality pilot show, which will follow our young contenders across this demanding week. "I am extremely excited to now be in this position to announce the expansion of the Team PBIR Rookie Challenge and offer this chance to so many more of the young drivers out there today". said Team Owner Ron Dixon.

The Palm Beach Rookie Challenge will now offer **two** drive options for the selected drivers. One in the younger age group of 15 – 18 years of age and one for the 18 and over. The younger driver will be presented with the chance to become a member of the team under a ladder scheme ranging from USF 2000 to Mazda and more over multiple years, while the second driver will become part of the Teams Firestone Indy lights program for 2010.

In addition to these exciting changes and the formation of these new partnerships Team PBIR now can offer entrants the chance to participate in the challenge for a cost of \$7,500 per entry which will includes accident insurance limiting the competitor's liability across the challenge. An extremely rare chance to be behind the wheel of a modern race car over many miles, becoming part of a pilot television show and two great prize options make the Palm Beach Rookie Challenge a stand out event for the driver and the Palm Beach local area.

For more information, and entry inquires please call Kane Williams at Team PBIR on 561 797 3999. With high demand for entries they will be limited so now is the chance to become the first Palm Beach Rookie Challenge winners in 2010.

[kane@palmbeachindyracing.com](mailto:kane@palmbeachindyracing.com)

[www.palmbeachindyracing.com](http://www.palmbeachindyracing.com)