

Dark Side Racing

Western Canada's Top Fuel Representative

www.DarkSideRacing.ca



We Run On Nitro!

Ferguson Trust

JohnFerguson.Dreamtrips.com
JohnFerguson.Worldventures.biz

Fountain Tire

Fountain Tire NORTHLAND
Fountain Tire BLACKFOOT
Fountain Tire STRATHMORE



Fountain Tire's 60th Anniversary Drive-In Celebration, Wednesday July 27

We want to thank Fountain Tire for inviting us to be part of their incredible 60th Anniversary Celebration. The Dark Side Racing crew had a great time hanging out with the Fountain Tire family, and entertaining the HUGE crowd that was on hand at Stampede Park ... Getting Natalie Robinson into the cockpit for the Fire Up was pure gold! You just can beat the excitement that's generated by a Dark Side Racing Fire Up.

Five (5) Fountain Tire representatives have now climbed into the cockpit of Dark Side's 10,000 horse power Top Fuel Dragster and added their signatures to the Fire Up banner: Scott Kessler (Fountain Tire Northland); Jeff Fraser (Fountain Tire Blackfoot); Bob Vert (Fountain Tire Strathmore); Natalie Robinson (Fountain Tire Head Office) and Dave Morgan (Fountain Tire Airdrie). Thank you everyone for helping to raise awareness to prostate cancer!



Jeff Fraser, Fountain Tire Blackfoot



Bob Vert, Fountain Tire Strathmore



Natalie Robinson, Fountain Tire Head Office



Dave Morgan, Fountain Tire Airdrie



Scott Kessler, Fountain Tire Northland



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Fastest Woman in Canada Campaign

Dark Side Racing's Top Fuel School is open and Kelly's training has commenced. Yes, Kelly Fedorowich has taken the first step in the journey to earning her competition license... The license that will enable her to pilot one of the two, Team Dark Side, Top Fuel Dragsters.

This campaign is unprecedented and so too are the marketing opportunities.

Her story is history in the making!

Kelly's first burn-out, her first launch, her first pass and ultimately, her competition license—it's all history making. No Canadian woman has ever attempted this challenge, and that means every time that Kelly is strapped into the cockpit becomes a "first ever" for a Canadian woman.

We're inviting Corporate Canada to come along for the ride.

Exciting corporate sponsorship opportunities are being developed *and it doesn't stop there....*

We know that we have a compelling story and we want to share it with the nation. Dark Side Racing has joined forces with Jonathan Joffe/Jonathan Joffe Pictures to do just that. Jonathan Joffe is one of Alberta's leading directors and his works have won over 20 awards and screened in festivals and theatres around the world.

Join Dark Side's "Fastest Woman in Canada Campaign" and be part of the ultimate ride of a lifetime!

Are you interested in becoming a part of the "Fastest Woman in Canada Campaign?"

Or, have you always dreamed about driving a Top Fuel Dragster and want more information about Dark Side Racing's Top Fuel School?

Give Kelly a call at 403-547-6691



Dark Side Racing is in the business of motorsports entertainment marketing and we connect sponsors with their target audience using a Top Fuel racing operation as our platform. We are a professional racing team available for competition, match races and exhibition races; we are a mobile entertainment company available to appear at fairs, festivals and displays. Dark Side Racing not only connects brands and consumers, we engage with our fans and make profound connections. Dark Side approaches sponsorships as true partnerships. We offer pre-packaged opportunities as well as the option to design customized packages to suit your marketing and brand objectives and we have a communication plan to ensure that our sponsors reach their clients and prospects using Social media, a dedicated web-site, Facebook, Twitter, e-blast campaigns, promotion of our campaign at related shows, through media partners and through visibility on partner web sites. Ultimately, we find opportunities where none existed before.

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August 6 Calgary Harley-Davidson First Alberta Ladies Summit, BBQ and Fire Up

Dark Side Racing was on location at Calgary Harley-Davidson entertaining all of the gorgeous ladies attending the First Alberta Ladies Summit. Angela Murray hopped into the cockpit and, no doubt about it, she LOVED it!

The summit was designed to bring women and their love and enthusiasm for the sport of motorcycle riding together; it was also about friendship and female empowerment and when the organizers learned of Kelly's Fastest Woman in Canada campaign, they invited her to join them at the Grey Eagle Casino and share her story. Thank you for such a warm and welcoming reception!

Wednesday, August 10 Hot August Night, Edmonton's Castrol Raceway

Hats off to Castrol Raceway for another stellar event. Mother Nature did not want to cooperate this year and ultimately, the event had to be postponed until Thursday, August 11. Mike Heil and his team did their very best to provide a safe track for the racers—and for that we're incredibly grateful! Unfortunately, Dark Side's 10,000 horsepower powerplant was just too much for the track to handle and we lit up the tires right off the hit.

We want to thank track announcer extraordinaire, Rome Awde, for joining us in the Dark Side Hospitality Tent and interviewing us there. Prostate cancer isn't an easy subject matter, but Rome made us feel comfortable and the interview felt more like an intimate conversation with an old friend. It was our honor to share our story with the more than 15,000 fans in attendance.

Special thanks go out to Clarence Shields and Blackjacks Road House for outfitting the Dark Side pit with an awesome hospitality area, and also to Castrol Canada for supplying the fantastic swag!

