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**MEDIA ADVISORY**

**For immediate release**

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**RIDE Honors San Bruno's Limitless Motorsports and their Own Drift Team, Mint, on Signing First Sponsorship of New Grant Year**  
*Continuing the Fight Against Big Tobacco in Keeping our Streets Clean*

We here at Project RIDE are starting the next phase in our outreach into the community and would like to announce a brand new collaboration with **Limitless Motorsports in San Bruno along with their very own drift team, Mint!** Both their business and team have dedicated to support the RIDE cause in keeping our streets clean from tobacco industry tactics and providing a safer environment for those in the import scene; for that, we're most grateful. We would also like to congratulate them on their first major racing and drift event this past August 17 in Willows, CA that turned out to be a huge success!

As featured in **Super Street and Hyphen magazine**, the RIDE Crew is a statewide volunteer network of over 300 young adult car enthusiasts aged 18-25. The mission of RIDE is to bring together young people from diverse backgrounds around the Bay Area and beyond with a love of cars and racing to protect both their community and the automobile scene from social injustice. Born out of the idea of a single person, it is RIDE's main goal to mobilize the import scene to counter tobacco promotions and usage among youth, young adult car enthusiasts, and Asian Americans.

**Young people are at risk** with studies showing that most people who habitually smoke began before the age of 18. The import car scene attracts huge numbers of youth much younger than the age of 18; some enthusiasts even bring the whole family to partake in the culture.

**Tobacco companies have targeted the import community** by having tobacco retailers set up booths at import car shows (attended largely by young adults), and tobacco industry executives are frequently approaching import show event organizers offering sponsorships. RIDE Sponsorships are a powerful strategy to train import car enthusiasts to fight back against the marketing of their community by big tobacco.

Project RIDE is a program of the Bay Area Community Resources, and is funded by the California Department of Public Health, Tobacco Control Section, and the Tobacco Master Settlement Funds.

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