

Date: May 2, 2011  
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**MEDIA ADVISORY**  
For immediate release  
(May 2, 2011)

## **RIDE and Umigo Indoor Kart Racing Team Up to Encourage Tobacco-Free Lifestyles and Host 4th Annual RIDE Show**

**WHAT:** Our good friends at Umigo Indoor Kart Racing have signed policies with us saying they'll be tobacco sponsorship-free and will keep their venue smoke-free, too! RIDE is also holding its 4<sup>th</sup> Annual RIDE Show and Umigo has gratefully agreed to host our event at their venue. By teaming up with them, we're delivering a clear message to our youth and communities: we don't need Big Tobacco sponsoring our events and we want *you* to stay healthy by being tobacco-free.

**WHO:** 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.

**WHY:** **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.

**WHERE:** Umigo Indoor Kart Racing  
6538 Patterson Pass Road, Livermore, CA 94550

**WHEN:** Sunday, May 22, 2011 (12PM - 6PM)

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

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