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**PRESS RELEASE**

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**\*\*FOR IMMEDIATE RELEASE\*\***

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## **Kevin Yoder Captures Nor Cal Rock Racing Title for Second Straight Year**

GRASS VALLEY, CA AUGUST 15, 2009 Kevin Yoder took the green flag in the final round of the Nor Cal Rock Racing competition on Saturday August 15<sup>th</sup> with a win on his mind, but with the Season Series Title clinched. The final results of the day gave Kevin Yoder his 2<sup>nd</sup> straight Nor Cal Rock Racing Season Title, while taking home a second place win for the Prairie City final event.

Nor Cal Rock Racing enticed the drivers and the crowd with a \$4000 guaranteed Pro Purse which successfully packed the stands and the registration line. The track was the most aggressive of the season with 30' berms, big jumps and a very fast straight away. "The track was brutal," said Yoder "quite a few of the 20 or so registered never even made it through practice. My rig was setup for this, and the Pit Bull Tires hooked up perfect."

When it was time to race, there was a new double elimination bracket style racing that gave the racers a lot of seat time. At the end of the day, it was Kevin Yoder and Chris Ridgway at the starting line racing for the Pro Purse. As the green flag waved, Yoder out ran Ridgway down the straight away catching speeds over 70mph as he moved through second gear. In the first turn, Yoder went wide, and Ridgway dove to the inside corner. Ridgway, not able to cut the turn quick enough, collided with Yoder who flipped 2 ½ times, resting on his side. Ridgway was awarded the Prairie City win. After Yoder's car was up-righted, the two "racers-at-heart" did a staggered re-start to give the fans the rest of the show that they had been waiting for. Due to the new bracket system, Yoder then had to race one more time to ensure second place, putting competitor Mike Smith in third.

Kevin Yoder took the Series Title for the second straight year, with one first place win and two second place wins. The Nor Cal Rock Racing series, Promoted by John Goodby, started in 2008 and has evolved into a race that is attracting some big names in the rock crawling world. "It was another great season, we started with around 300 spectators watching 11 cars and ended with 600 spectators watching 21 cars with a solid Pro Purse," said Goodby. He then added, "Kevin Yoder is a valued racer and competitor in this series, he always adds to the show and has a good following of fans."

"I have no complaints about the day, other than finishing 2<sup>nd</sup>," laughed Yoder. "I look forward to racing this series again next year! It's a lot of fun!"

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Link to You Tube Video of crash: [http://www.youtube.com/watch?v=180yYho2\\_7w](http://www.youtube.com/watch?v=180yYho2_7w)  
Please credit Yoder Media [www.yodermedia.com](http://www.yodermedia.com)

Please email [Charlene@bowermedia.com](mailto:Charlene@bowermedia.com) if you would like the hi-res version of the attached photo.  
Photo Credit: Friese Images, Roshana Whitford, <http://frieseimages.smugmug.com/>

For More Information on Nor Cal Rock Racing: [www.norcalrockracing.com](http://www.norcalrockracing.com)

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**Next Race: VORRA Hawthorne 250 ; Hawthorne, NV ; September 5-7**

He has a 49 point lead in the Sportsman Class series with 3 races left. Hawthorne is the final desert race, and the remaining two rounds are short course races at Prairie City. [www.vorra.net](http://www.vorra.net)

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**About Kevin Yoder:** Kevin Yoder proves weekend after weekend that he is a force to be reckoned with on the track, and an all around off-roader that gives back to the community on the trail. He is currently the Nor Cal Rock Racing champion for the second straight year in rock short course racing. He is in the lead of the Sportsman Class in the VORRA series that combines desert racing and short course. He also competes in the CalRocks series and finished the 2009 King of the Hammers race in 18<sup>th</sup> place. On weekends not at a competition he is trail riding assisting with trail maintenance, trash pickup and other club activities.

**Sponsors:** Pit Bull Tires, Performance Cryogenics

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**If you would like more information about this race, wish to schedule an interview, or want to inquire about sponsoring Kevin Yoder, please call Charlene Bower at 714-394-1716 or email Charlene at [charlene@bowermedia.com](mailto:charlene@bowermedia.com)**

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