

ALABAMA Partners In Progress

WHERE SPORTS = YOUTH LEADERSHIP + WORKFORCE DEVELOPMENT + S.T.E.M. TRAINING

Sports is a multi-billion dollar segment of the American economy. Besides the athletes themselves, millions of people make their living from sports. NASCAR is a multi-million dollar slice of the sports industry, creating jobs in racing for thousands of people.

ALABAMA Partners In Progress (APIP), in partnership with the **Max Siegel Inc. Youth Foundation (MSIYF)**, is bringing under-served youth innovative opportunities to learn more about the race car industry, plus a unique STEM curriculum that harnesses students' natural curiosity through racing remote-controlled cars.

THE "FUEL YOUR DREAMS TOUR" EXPERIENCE

ALABAMA Partners In Progress, is introducing Alabama's economic and community development leaders to these opportunities through **MSIYF's** "Fuel Your Dreams Tour." The tour gives youths and their communities one-of-a-kind, hands-on exposure to the racing industry. The integrated experience brings together notable racing professionals, industry leaders and sports entertainment stars with pit-crew equipment, racing gear, simulation driving and a speaking engagement with **Max Siegel**, one of the most powerful men in the sports and entertainment industry.

The tour is the brainchild of **Max Siegel** and his **Rev Racing NASCAR Drive for Diversity** team, who are exposing youth around the country to the job opportunities in NASCAR and the racing industry today through their unique programs.

THE RACING EXPERIENCE TOUR

- Simulation driving
- Driver and crew equipment
- Drive for diversity visual experience
- NASCAR sanctioned K&N Pro Series East Toyota Camry show car
- Engagement with Rev Racing staff members and crew
- Autograph and picture session with Rev Racing driver

THE TEN80 CURRICULUM

Through **MSIYF's** partnership, **ALABAMA Partners In Progress** brings to its community partners an innovative S.T.E.M. curriculum, the **Ten80 Student Racing Challenge**. The project-based learning program challenges middle and high school students in and out of schools to optimize the performance of 1:10 scale radio controlled cars. Students mirror professional motorsports teams, specializing in projects from creative engineering and green transportation to business and graphic design. **Ten80's** program has been shown to boost student test scores and spark their interest in math and science.

Rev Racing: Home of the NASCAR Drive for Diversity

ALABAMA Partners In Progress will help sponsor students from your city to attend The **Rev Racing Motor Sports Academy** in Indianapolis, a program that provides youths with an immersive, first-hand learning experience about the workings of a real life race shop.

ALABAMA Partners In Progress 's long-term vision is work with community partners to build a **Rev Raving** academy here in Alabama and bring the same experience to our under-served youths through **Max Siegel** and **MSIYF's** partnerships.

For more information, contact Cedric Brown, ALABAMA Partners In Progress, 205.746.8301