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**For Immediate Release:**

## **MAKE Motorsports Bringing “Green” to Daytona with Liberty Tire Recycling**

*Primary Sponsor of No. 50 Silverado Spreading Message to Reclaim, Reuse and Recycle*

Shelby, NC (February 1, 2011)-Hometown, grassroots racing team MAKE Motorsports will kick off the 2011 NASCAR Camping World Truck Series season at Daytona with returning primary sponsor Liberty Tire Recycling on their No. 50 Chevy Silverado entry. As the nation's premier provider of tire recycling services, Liberty Tire Recycling will team up with MAKE to spread their message in a positive way.

Each year, Liberty Tire Recycling transforms 110 million tires a year into recycled raw materials that not only keep those scrap tires out of America's waste stream, but create useful, eco-friendly products that help create sustainable lifestyles. One of these products, Pinnacle Rubber Mulch, creates safe playground surfaces around the country, as well as durable mulch for landscaping. As a part of the sponsorship program with MAKE Motorsports, Liberty Tire Recycling is the official tire recycler of the team and is hoping to spread the word about recycling.



Liberty Tire Recycling made its first appearance in NCWTS competition with MAKE last season at Darlington Raceway in August, where driver T.J. Bell unfortunately fell victim to an accident that produced a 26<sup>th</sup> place finish. Liberty returned for a second start at Texas in November, where Bell rallied to a 19<sup>th</sup> place finish.

MAKE Motorsports Owners Tracy Lowe and Mark Beaver are honored to welcome the “green” organization back on board as the primary sponsor of No. 50 Silverado.

“I’m really excited for our first trip to Daytona as a NASCAR Camping World Truck Series Team. We’re prepared to make a good run and pleased to welcome Liberty Tire Recycling back as our primary sponsor. They’ve been great partners and we’re looking forward to spreading the word about Liberty’s products to our fans,” Tracy Lowe explained. “The fact that NextEra Energy will be sponsoring the race will just add to Liberty Tire’s message to make our planet a ‘greener’, better place to live.”

“We’re definitely happy to continue our partnership with Liberty Tire Recycling and excited to get back to the track,” Beaver stated. “Products like Pinnacle Mulch made from the recycled tires help keep scrap tires out of our landfills and will continue to help our planet in the future. Liberty Tire Recycling has a really positive message and does amazing things with their recycling programs and we’re proud to carry the Liberty Tire Recycling and Pinnacle Mulch colors on our No. 50 Silverado.”

Driver T.J. Bell will be behind the wheel of the No. 50 Liberty Tire Recycling Chevy at Daytona International Speedway. After making three starts with MAKE in 2010, Bell will once again take the controls of the Liberty Tire Recycling Silverado looking to improve on last season’s performance and best finish of 19<sup>th</sup>.

Bell, a seven-year veteran of the NASCAR Camping World Truck Series (NCWTS), will be making his second Daytona start in the NextEra Energy Resources 250 on Friday, February 18, 2011. In 75 career starts, the 30-year-old driver has logged 13 top-ten finishes, and has steadily improved his performance while keeping his trucks in contention and out of harm's way. Returning to the No. 50 ride, Bell is ready to show off the hard work the MAKE Motorsports team has put in during the off season.

"We really started to pull things together at the end of last season at Texas, and I'm ready to see what we can do at Daytona in a couple weeks," Bell commented. "Daytona is always full of excitement, and with the new pavement it should be a good show. We're going to race as hard as we can with the Liberty Tire Recycling Chevy and put ourselves in contention before all 250 miles are complete."

MAKE Motorsports has appointed Tom Buzze as the crew chief to lead the team into competition at the season opener. Associate sponsors ProGold engine Treatment, VPPartsWarehouse.com, Twin Oaks Services South, Dedmon Trucking, and Beaver Bail Bonds are all returning to support the No. 50 Chevy Silverado at Daytona.

Qualifying for the NextEra Energy Resources 250 is scheduled for 6:00 PM EST on Thursday, February 17<sup>th</sup>, with the 100-lap main event slated for 7:30 PM EST Friday night. For more about MAKE Motorsports, visit our website at [MAKEMotorsports.com](http://MAKEMotorsports.com). You can also follow the team on Twitter (@MAKEMotorsports) and find us on the MAKE Motorsports Facebook fan page.

#### **ABOUT LIBERTY TIRE RECYCLING:**

Headquartered in Pittsburgh, PA, Liberty Tire Recycling is the premier provider of tire recycling services in the United States. By reclaiming more than 33 percent of the nation's discarded tires, Liberty Tire annually transforms more than 110 million tires into raw materials for smart, sustainable products that improve people's lives. With innovative tools, technologies and processes, Liberty Tire is a revolutionary American conservation enterprise, from coast to coast, whole tire to end product. The company's commitment to finding new and better ways to RECLAIM, RECYCLE and REUSE fuses the sustainability goals of scrap tire generators nationwide with those of local scrap rubber consumers. For more information, visit [www.LibertyTire.com](http://www.LibertyTire.com).

#### **ABOUT MAKE MOTORSPORTS:**

Founded in 2010 by Mark Beaver and Tracy Lowe, diverse motorsports owners with 50 years combined in racing, MAKE Motorsports made a natural progression into the NASCAR Camping World Truck Series. In previous endeavors, Mark Beaver has owned NHRA, IHRA, Super Late Model Dirt Series, Legends, SCCA Trans Am and SCCA World Challenge teams. One of the only female team owners in racing, Tracy Lowe has owned and competed in Dirt Late Models and SCCA before taking on the NCWTS ranks. Believing only in the best quality prepared vehicles, experienced crew and sound business practices, MAKE Motorsports is the first NCWTS team to be operated out of historic Shelby, NC in 15 years. For more information, visit [www.MAKEMotorsports.com](http://www.MAKEMotorsports.com), Find us on Facebook and follow us on Twitter at [www.Twitter.com/MAKEMotorsports](http://www.Twitter.com/MAKEMotorsports).

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