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HAVE HEART NAMED OFFICIAL CHARITY OF NASCAR'S NEW CHIVAS MOTORSPORTS

Leipers Fork, Tenn.—Oct. 18—Chivas Motorsports, a professional racing company aimed at bringing more cultural diversity to NASCAR, recently announced its partnership with Have Heart, which benefits Josiah's House orphanage in the Dominican Republic. The cause was inspired by the book *Have Heart*, written by Steve and Sarah Berger of Grace Chapel in Leipers Fork.

With the backing of Telmex and their exclusive racing school, Escuderia Telmex, Chivas plans to help meet the need for diversity in America's largest sports entertainment organization by developing and showcasing multicultural talent while catering to nearly 48 million Mexicans and a growing number of other Hispanics currently living in the United States. "It is really the most dynamic thing to happen to NASCAR in a very long time," says Nick Arenas, Vice President of Marketing for Chivas Motorsports.

Josiah's House, an orphanage campus currently being constructed in San Pedro de Macorís, will provide shelter, food, clothes, and education to thirty-two boys upon its completion. The goal with Chivas' exposure of Have Heart is not only to help open and operate Josiah's House, but also to create even more homes for children in other Latin American countries.

"It's an exciting opportunity to be a part of, especially with Have Heart," Arenas said. "To be able to talk with our sponsors about this charity we believe in that's starting from the ground up—literally, building orphanages to give homes to children—what could be better than that? When you give children a chance, you're giving them hope, and in some cases, life."

To show their commitment to the cause, Chivas Motorsports drivers Jorge Arteaga and Ruben Rovelo will race cars with decals of the Have Heart logo on them in the 2011 season beginning February in Daytona. Cars #12 and #21 will race in the K&N Pro Series and car #86 in the Nationwide Series. Long-term plans also include a Sprint Series car and multiple show cars to be displayed locally in 2010.

Second only to soccer internationally, NASCAR reaches more than 150 countries and is the No. 1 televised and fan-loyal entertainment industry in the United States, surpassing the NBA, NHL, and NFL. Since its release in June, *Have Heart* has experienced tremendous success and is in its second printing. A Spanish version of the book, *Aliéntate*, is set to release October 31 with shipments planned for the Dominican Republic and Costa Rica. For more info, visit www.haveheart.net/media-kit and www.chivasmotorsports.com.