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FOR IMMEDIATE RELEASE

NASCAR Driver Encourages Inner-City Kids to Stay in School

No. 81 NASCAR driver Blake Koch emphasizes importance of education in sports industry

DALLAS, Apr. 7, 2011 – Blake Koch, NASCAR driver of the Nationwide Series No. 81 car, spoke to hundreds of inner-city students at West Dallas Community School and Buckner International yesterday, emphasizing the importance of faith in making a difference in any occupation, and encouraging the children to stay in school in order to achieve their dreams.

“You don’t need to have a college education to become a NASCAR driver or learn how to handle yourself on the track,” Koch said in response to a question from an elementary school student. “But, it is very helpful in terms of managing a career as a professional athlete. And I chose to do so in order to be better prepared for life, and all the uncertainties it can bring.”

At the end of both appearances, Koch donated legacy gifts on behalf of the Daystar Television Network sponsorship team, including a \$3,000 check to West Dallas Community School in support of their summer reading program, and individual backpacks and school supplies to the children at Buckner International’s after-school program.

Koch spoke to students about how he started racing dirt bikes when he was nine years old, but quit the sport when injuries kept him back from advancing his career. He decided to pursue a degree in marketing and business management from Northwood University in West Palm Beach, Fla. because he wanted to be able to manage the business side of his career. He stressed the importance of finishing school, while tying in the Daystar team’s message of “finishing strong.”

“You need to be disciplined and work hard in order to reach your goals and finish strong, whatever you decide to do in life,” Koch replied to another student, who said he wanted to be a professional basketball player. “Those habits can start here and now, and I want to encourage all of you to stay in school.”

Koch is currently in the Dallas-Ft. Worth area for the O’Reilly Auto Parts 300 NASCAR Nationwide Series happening this weekend at Texas Motor Speedway. Daystar is continuing their second year as the primary sponsor for Koch, who is a NASCAR Rookie of

- more -

Daystar NASCAR Sponsorship News Release, page 2

the Year hopeful, in ten races for MacDonald Motorsports this season. Daystar will also be the associate sponsor on the MacDonald Motorsports' No. 81 Dodge for an additional 20 races.

In addition to the school appearances, Koch met with three drivers with whom he shares a weekly Bible study at the track – Trevor Bayne, Michael McDowell and Justin Allgaier – and had occasion to share his testimony at a local megachurch. He explained how his involvement in NASCAR has strengthened his faith and trust in God, while giving him a powerful platform and a higher purpose to reach fans with a transformational message.

“God gave me a gift for racing and an opportunity to drive NASCAR,” Koch said. “If I don’t give back and share my faith, then I am only just racing cars, and doing nothing for Him.”

Every time I get in that race car, I feel closer to God,” Koch continued. “As soon as the (driver side window safety) net goes up and its time to race, I say a prayer, ‘Lord, work through my hands, feet, mind and heart to put this car where You want it to go.’ If I wreck, than getting out of the car with a smile on my face is just part of my witness for Him.”

The 25-year-old driver and devoted Christian recognizes the importance of a quality faith-based source of entertainment like the Daystar Network. He hopes to use their sponsorship to share the importance of education and faith to the NASCAR community.

Daystar Television Network seeks out every available means of communication and distribution to a world desperately in need of hope. Through its contemporary, multi-cultural programming, Daystar is reaching an entirely new demographic and generation of viewers, 24/7.

The television network is an Emmy award-winning, faith-based network dedicated to spreading the gospel through its Christian programming that reaches 81 million homes in the United States and 670 million homes in more than 200 countries across the globe.

- 30 -

Note to Editors: For more information about Daystar Television Network please visit <http://www.alrcnewskitchen.org/daystar>. To arrange an interview please contact Monica Sales at 972.267.1111 or via e-mail at monica@alarrygross.com.