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# news release

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## FOR IMMEDIATE RELEASE

# Daystar sponsors rookie NASCAR driver Blake Koch in O'Reilly Auto Parts 300 at TMS

## International TV network continues primary sponsorship of MacDonald Motorsports' No. 81 Dodge

**DALLAS, Apr. 1, 2011** – Daystar Television Network, the fastest-growing faith-based network in the world, is continuing their second year as the primary sponsor for NASCAR Rookie of the Year hopeful Blake Koch 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. The West Palm Beach, Fla., native will be racing in the O'Reilly Auto Parts 300 Nationwide Series at Texas Motor Speedway, on April 7 – 9, 2011.

“Daystar is pleased to sponsor Blake Koch and the MacDonald Motorsports Racing No. 81 team in the NASCAR Nationwide Series for 2011,” said Marcus Lamb, founder and CEO of Daystar Television Network. “Our outreach team is reaching people at race tracks across America who might not otherwise hear the transformational message of Jesus Christ, like we do here at Daystar every day through television.”

Lamb noted that this partnership is a match made in heaven – from a ministry, as well as a ministry perspective. Both the network and driver seek to deliver excellence in their respective fields of television broadcasting and auto racing, but with a higher purpose of changing lives.

“For me, the most exciting thing about being a NASCAR driver is the opportunity to share my faith with the fans, and to be a Christian witness everywhere I go,” said Koch, who participates in a weekly Bible study with fellow drivers at the track. “NASCAR is the only sport that starts each race with a prayer – in Jesus’ name. But there are a lot of people in the grandstands who may believe in God, but have never gone deeper in their faith. More Christian organizations need to go to the track, like Daystar, and share their message.”

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.

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## Daystar NASCAR Sponsorship News Release, page 2

"When you drive one of these race cars, I don't know how you could not be close to God," Blake Koch said. "Every time I climb in the vehicle I pray and I ask God to drive through me -- through my hands, my feet and in my heart and I just ask Him to put this car where He wants it to be."

The 25-year-old driver and devoted believer recognizes the importance of a quality faith-based source of entertainment like the Daystar Network. The network's primary sponsorship of his car last year in the K & N Pro Series led Blake to finish twice in the top five and seven times in the top ten, in addition to driving in two Nationwide Series races.

After losing his sponsorships at the end of last season, Koch got married, and settled down with a normal life and job not knowing what God had in store. He credits Daystar's support, which gave him enough races to compete in this year's NASCAR Nationwide rookie of the year battle. Koch looks forward to having Daystar as a sponsor of the MacDonald Motorsports racing team for every Nationwide Series race, including primary sponsorship for ten events during the 2011 NASCAR season.

"Daystar is thrilled to be able to continue our sponsorship with Blake Koch and his team as he chases after Nationwide Rookie of the Year this season," said Jonathan Lamb, director of corporate relations. "He is an outstanding young man, with a genuine faith, who has already been an exemplary role model to many young NASCAR fans. I see great opportunity to bring greater awareness to the network and Christ as we team together with Blake to race with a purpose."

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.

The Daystar sponsored NASCAR will be showcased, along with an interview of Blake Koch by Marcus and Joni Lamb, on the Daystar original program "Celebration," on April 6. For more information, visit <http://www.Daystar.com>.

- 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@alarrayross.com](mailto:monica@alarrayross.com).