

Serra Motorsports' 'Racing Above the Influence' campaign to benefit NCADD

In an effort to promote awareness of drug and alcohol abuse, the team at Serra Motorsports has begun 'Racing Above the Influence', which is both an awareness campaign and a fundraising effort which will make contributions to the National Council on Alcoholism and Drug Dependence (NCADD). NCADD and its network of affiliates is a voluntary health organization dedicated to fighting alcoholism, drug addiction and the devastating consequences of dependence.



"We wanted to do something unique to help individuals and families who have had their lives affected by drug and alcohol abuse," said Craig Serra of Terre Hill based Serra Motorsports. "NCADD has organizations in major cities all over the country."

The idea of 'Racing Above the Influence' was created by Craig's sons Jeff and Sean Serra, who each race competitively as part of Serra Motorsports. Craig, his sons, and his daughter Miranda, all race competitively, and together they will be promoting 'Racing Above the Influence' by distributing useful information and selling 'Racing Above the Influence' decal stickers at events for a suggested donation of \$10, with all of the profits going to NCADD. The decals were designed by Jeff who, in addition to racing and serving as Serra Motorsports marketing and sponsorship manager, runs a professional web design and graphic design company called In Motion Solutions.

As part of setting up the non-profit effort, Craig had to go to the bank and open a special account for the donations to go through.

"Setting this up was not easy to accomplish, but now we can promote 'Racing Above the Influence' by selling the decals at different events."

The Serras had been looking to align 'Racing Above the Influence' with a worthy cause, and after Craig had met NCADD Chief Executive Officer Robert Lindsey in Las Vegas, he knew that Serra Motorsports had found the right match.

Prior to the creation of the fundraising decals, the 'Racing Above the Influence' moniker made its debut at the Motorsports Expo at the Philadelphia Convention Center in Oaks last month. Sean races dragsters for Half Scale Dragsters, and while making an appearance for the Half Scale Dragsters with the 2012 dragster, Sean and others distributed 'Racing Above the Influence' Hero Cards – handouts with an image of Sean and the Dragster on the front, and facts about drug and alcohol abuse on the back. It was an ideal opportunity to bring awareness of 'Racing Above the Influence' to the fans in the racing community.

The 'Racing Above the Influence' Hero Cards are also being sent out with every customer shipment which comes from Serra Motorsports and Half Scale.

"We are even going to start a Racing Above the Influence web site, which will be up soon," said



NCADD

NATIONAL COUNCIL ON ALCOHOLISM AND
DRUG DEPENDENCE, INC.

Craig.