

LVOR Las Vegas Pro-Celebrity Off-Road Truck Challenge

Andy Buck's Off-Road "Monster X2R" sand car.

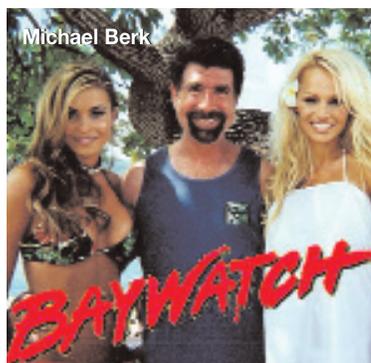


Get Ready

Cuz Here They Come!

*The biggest and most famous names in racing...
The most outrageous off-road trucks ever built...
Together in the #1 party town on planet earth...*

Three spectacular racing days in the sun and sand...three nights of nothing but fun is coming to Las Vegas with the LVOR Las Vegas Pro-Celebrity Off-Road Truck Challenge. An event for everyone—adults and kids with the biggest names in racing such as two-time Indy 500 winner and ABC-TV's Wide World of Sports 'Athlete of the Year' Al Unser will rev up their engine for a 3-day fight to the finish in the most outrageous off-road truck racing challenge ever produced in the U.S. High- lights include motorcycle daredevils like Robbie Knievel will open the event jumping over the fleet of racing trucks, actor Dan Haggerty is signed as a television/ radio commentator. Sponsors ready to go are racing giants Andy Buck, owner of BUCKSHOT Racing out of Orange County and Johnny Fratto, owner of Beverly Hills Choppers, both have outra-

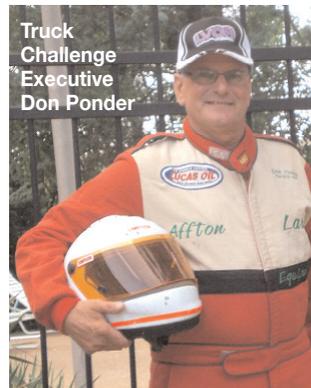


Michael Berk

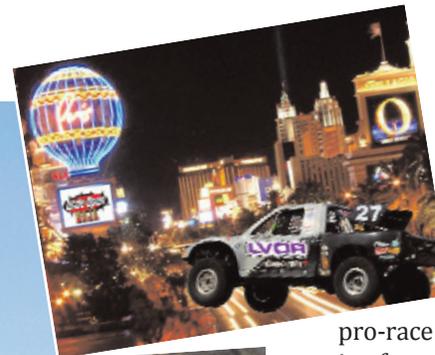
geous racing vehicles and accessories. Hollywood producer, director and writer behind a leg-long list of hit TV shows including the most popular television series in history,

"Baywatch" Michael Berk is Senior Executive Producer of the event. Berk brings dare and flair to what is not just a racing event but beginning of a reality show as cameras follow the racers before and during the most intense, dangerous and rigorous racing challenge they've faced. Joining Berk is event Senior Creative Producers Michael Selsman (Pres of Las Vegas Off-Road LLC) and Kenneth Levine. Berk a resident of Las Vegas for years is an important contributor to the Las Vegas scene producing and sponsoring public events, TV shows built around the backdrop of Las Vegas and he is Board Member and President of the highly acclaimed "CineVegas" film festival going into its 11th year at the Palms Hotel.

"When LVOR came with the idea of an off-road truck racing challenge in Las Vegas with professional drivers and celebrities—it was a perfect fit with my creative ability and the community relationships I have," stated Berk. "I have a production company in Vegas to go hand-in-hand with the race and TV show associated with it. This is a Las Vegas lifestyle event." Berk has received many Las Vegas Chamber of Commerce Achievement Awards in entertainment, and a dozen Senatorial, Gubernatorial, and Mayoral



Truck Challenge Executive Don Ponder



Commendations and Proclamations in Nevada.

"The winning combination is celebrities competing against one another with

pro-race drivers and thousands of racing fans. Documentary cameras will focus on four top teams. We want drivers hoping to qualify to send in a video on why they should be chosen to have a camera crew."

Event Challenge Executive, Don Ponder is a trophy winning racing veteran of 35 years and owner of Casper Racing in St. Louis. Ponder's success in the world of racing is legendary and his company custom builds some of the fastest racing vehicles ever driven. As founder and owner of the biggest recreational vehicle and lawn dealership in the Mid-

West (Affton Lawn Equipment, Inc.) Ponder sees the LVOR Challenge as a stepping stone to bringing fans both the thrills of spectator racing and a never before documented glimpse of what racing drivers live and breath. "The excitement generated for this event is running high," said Ponder. "Starting the first day with the drivers meet-and-greet, then five to six heat races over three days, with 10-12 vehicles per race; parties at night and on the final day winners from the heat races compete for the trophy. Fans get a first hand look at what goes on before and during the races." Ponder has organized and promoted off-road races at St. Louis International Raceway since 1980 and his racing teams have competed and placed in off-road races across the country. "A contest to pick four drivers to outfit with cameras is an exciting element and having Mike Berk on board is incredible... he went down to North Carolina years ago and filmed a documentary about NASCAR. Berk has a good handle on racing and knows what people like in the reality television and entertainment worlds."

The professional/celebrity driver list is filling fast and major truck manufacturers have their RSVPs in place with drivers and monster trucks to prove who is the best in the west and got what it takes to nab the checkered flag. It's all about their truck being the titled best off-road truck in the world.

"We have everything for a major racing and television event," Berk said. "We will have a contest/ pageant to find the perfect girls to represent this event much the same as the Budweiser and Bacardi girls; but LVOR Official Off-Road Racing girls, and they will know everything about racing, the vehicles and even have mechanical skills. The hottest girls you can imagine will look fantastic with wrenches in their hands and motor oil on their faces to compete and appear on stage. It's as good as television gets." ●

GET READY