

## **Inaugural O'Reilly All Star Late Model Series Season has been 'Boom'tastic!**

**Pittsburgh, PA (August 11, 2009) - Jason Shank – O'Reilly All Star Late Model Series Director**

At the beginning of the 2009 racing season, Rick 'Boom' Briggs had in his mind that he was going to race locally and travel on occasion with whatever group or series that was reasonably close to his home town of Bear Lake, Pennsylvania. But after sweeping the O'Reilly All Star Late Model Series' Inaugural weekend at Lernerville Speedway in Sarver, PA and K-C Raceway in Chillicothe, OH, back in April, Briggs decided to buy a two-car hauler and stick with the tour and has led the ASLMS point standings from the beginning.

It's not surprising that Boom is having the type of season that he is having with the first year series. Briggs finished the 2008 season with a handful of big wins in his area and not to mention his association with Chub Frank and Chub Frank Racing. The World of Outlaws Late Model Series superstar is the second-cousin of Boom's and has a long standing relationship in racing. Briggs is Chub's former Crew Chief and helped Frank to multiple wins and championships with the now defunct Renegade/STARS series. 'Chub's done a lot for me. I wouldn't be where I am today without him.' said the 38 year old Briggs, 'I've told a lot of people that being around Chub for so long has made it easier for me.' Chub won four straight Renegade/STARS Championships with Boom turning the wrenches and as Boom was named the 2004 World of Outlaws Late Model Series Crew Chief of the Year. Ironically, 2004 was also an inaugural season of sorts with the World of Outlaws Late Model Series.

'Points racing isn't something we thought we'd want to do this year,' Briggs stated, 'we thought about doing the Outlaws deal but it was really just a passing thought, we went to Florida (Volusia Speedway Park) the past two years and got better throughout the time we were down there but haven't come out of there in a good enough position to stick with the Outlaws deal.'

With being experienced in working with a rejuvenated series like the ASLMS is, Boom has not only been a force to be reckoned with on each and every speedway the tour has been to, but he has also been very instrumental with the progress of the series adding knowledge and insight in the process of making the ASLMS a success. 'Boom has really stood by our side during this inaugural season,' Series Director Jason Shank said, 'He isn't one to shy away from anything and if he has something on his mind, he will certainly let you know. And really, all the guys that have raced with us this year have been outspoken and given their opinions on different things. It's a good thing when you have open relationships with your drivers; it keeps everyone on the same page and keeps things moving forward.'

In June of 2008, Briggs had a bit of a scare that actually turned out to be a blessing in disguise. While running the 'Great Northern Tour' with the World of Outlaws, Boom took a wild, nasty ride at Cornwall Speedway in Ontario, Canada. 'After that crash, Mark Richards and Steve Baker of Rocket Chassis built me a brand new car and there has just been something with that car. We've won eight races with it at the end of 2008 and started off 2009 with the two All Star wins at Lernerville and K-C.' Boom won a third ASLMS event in Butler, MI in late May, 'that car has just been fantastic to me,' concluded Briggs.

Boom has uncharacteristically turned himself into 'points racer' this year with the ASLMS. 'We have really only had two bad runs with the All Stars this year. We ran into trouble at both Winchester (VA) and Hartford (MI). I was in a redraw spot in the heat at Winchester before getting caught up and after winning our heat at Hartford we got tore up when we didn't have anywhere to go. Other than those two 18<sup>th</sup> place finishes, we've been pretty much in the top ten.' In what could be a turning point in Briggs' driving career came July 3 when the series made their second stop of the season at Tim Baine's Central PA Speedway for the annual 'Yankee Doodle'. Boom finished fourth in the event but had to work extra hard after a flat tire pushed him to the back of the field with only 19 laps remaining. 'The track was fast and a little rough so we were just out there biding our time, running smooth consistent laps. My brother was signaling to me from the infield that we were quicker than the leaders on the stopwatch so I just continued to run my line,' Boom continued, 'then the right rear went flat. I told myself, we're into this deal now, we need to get back out there and gain some points.' Briggs fought the adversity that was thrown his way and battled back to finish fourth, only two positions behind Robbie Blair who is second in ASLMS points. 'We're not going to quit,' Boom said, 'to come to the front from the back like that was a something we had to do to keep our championship hopes alive.'

As the ASLMS season's end draws near, Briggs, who has pocketed over \$30,000 this season with the ASLMS, has a slim 26 point lead over second place Rob Blair of Titusville, PA and a 76 point edge over the very impressive Jared Miley of South Park, PA entering the final few events of the season. Lucky for Briggs, the final events of the season are at the same facilities that started the 2009 ASLMS season, Lernerville Speedway and K-C Raceway. 'Before our April show at K-C, I never turned a lap there, I even told my son who goes to school in Pittsburgh, don't waste your time driving the four hours down here, then we went and won,' laughed Boom, 'but we finished third in our second show at K-C so we think we have a solid book on that place now and we just finished second at Lernerville this past weekend. I'll tell you though, I never thought we'd be at this level, we are leading the All Star points, won a few races, and now hopefully we can keep Robbie and Jared behind us heading into the Dirt Track World Cup at the end of the year.'

Briggs drives a family owned Rocket Chassis powered by Custom Racing Engines and equipped with Ohlins Shocks by GW Performance and American Racer Tires. Boom's

sponsors include Horton Equipment, Tony Spec Lumber, Meridian Hardwoods, Sorbera Family Chiropractic, CJ's Auto Transport, Briggs Transport, Sunset Dairy, Lias Tire and American Racer Tires.

Boom also has just received his brand new shirts from Slavic Custom Race Shirts. The gorgeous tee-shirts are \$20 for all sizes and can be purchased at Boom's hauler at any race Boom attends or at the O'Reilly All Star Late Model Series Apparel Trailer available at all ASLMS events!

For more information and to join the O'Reilly All Star Late Model Series mailing list please visit [www.allstarlatemodels.com](http://www.allstarlatemodels.com).