



**For Immediate Release:
Boom Briggs Racing (BBR)
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JNJ Motorsports Media**

Boom Briggs Ready to Kick Off 2012 Season

Bear Lake, PA (April 16, 2012) Rick 'Boom' Briggs and the Boom Briggs Racing team are set to kick off their 2012 season this upcoming weekend at Lernerville Speedway in Sarver, PA on Friday, April 20 and Sharon Speedway in Hartford, OH on Saturday, April 21 for a \$3,000 to-win, United Late Model Series (ULMS) event.

The unseasonably warm months of February and March led to the Briggs family business hitting its busy season a few weeks earlier than anticipated. The busy work scheduled derailed Boom's initial 2012 plans to compete for the Rookie of the Year title with the World of Outlaws Late Model Series. 'We picked up a few more accounts with the family business,' Briggs said, 'and with the warmer weather we had earlier this spring, things really got hectic at work. There was just no time for us to take off to make our way down to Florida. Heck, I've barely been in the shop this off-season because it's just been so busy at work.'

Boom says that even with his limited time in the shop, the team and cars are ready to go. 'The guys in the shop have helped out a ton getting our stuff together so we can go racing this weekend.' Briggs continued, 'We're really excited to kick the season off though and I think we're ready for some big things. We have a new motor program that we ended last year off with and we were really strong at the end of last season. Hopefully some of that momentum that we were able to gain will translate into success here in 2012.'

Briggs will kick off his 2012 season this Friday, April 20 at Lernerville Speedway and Saturday, April 21 at Sharon Speedway for a ULMS sanctioned event paying \$3,000 to the winner. Boom's season will continue on Friday, April 27 at Lernerville Speedway and Saturday, April 28 at McKean County Raceway in Smethport, PA for another ULMS sanctioned event.

For more information on these events please visit www.lernerville.com, www.sharonspeedway.com, www.mckeancountyraceway.com, or www.unitedlatemodelseries.com.

For more information on Boom Briggs and Boom Briggs Racing please visit his website at www.boombriggs.com.

Boom Briggs and Boom Briggs Racing would like to thank their sponsors for the 2012 season: Meridien Hardwoods, Sorbera Family Chiropractic, Horton Equipment, Asel Enterprises, Briggs Transport, Tony Stec Lumber, Chub Frank Racing, CJ's Auto Transport, Custom Race Engines, Rocket Chassis, Hoosier Racing Tires, JNJ Motorsports Media, Buccola's, Sunset Dairy, Bodies by Lacki, GW Performance, Integra Shocks, Slavic Custom Racing Shirts and Decals, VP Racing Fuel, All Star Performance, Outerwears, Safety Solutions, Hypercoils, Brinn Transmissions, Mason Racin, Wrisco Aluminum, Speed Bear Fasteners, Ringers Gloves, Schuyler's, Frankland, Motul Lubricants, Aurora Rod Ends, Kirkey, Performance Bodies, Jones Racing Products, Wiles Driveshafts, Cruise with the Champions, Weld Racing, and KRC Power Steering.

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