



For Immediate Release:
Boom Briggs Racing (BBR)
contactus@jnjmotorsportsmedia.com
JNJ Motorsports Media

Boom Briggs Sets Sights on Eldora's 'World 100'

Bear Lake, PA (September 7, 2011) Rick 'Boom' Briggs and the Boom Briggs Racing team have been having a fairly successful 2011 season while capturing wins at both Lernerville Speedway in Sarver, PA and Little Valley Speedway in Little Valley, NY. As the season continues to roll on, Briggs and his Meridien Hardwoods, Sorbera Family Chiropractic, Horton Equipment, Asel Enterprises, Briggs Transport, Tony Stec Lumber, Chub Frank Racing, CJ's Auto Transport sponsored 99B Rocket Chassis have now added strong consistent finishes to bolster his momentum and confidence for the rest of the season.

In his last 15 starts, Boom has 11 top ten finishes and eight top five finishes including three top five's this past weekend. Briggs was in action at Stateline Speedway in Busti, NY on Friday, September 2 and Saturday, September 3 for a pair of unsanctioned, \$3,000 to win events and at Little Valley Speedway for another unsanctioned, \$3,000 to-win show. Boom would end up finishing both \$3,000 to-win features at Stateline in the runner-up spot behind Andy Boozel on Friday and David Scott on Saturday. A fourth place finish at Little Valley completed the weekend. 'The car wasn't as good as we would have liked on Friday,' Boom said from his shop in Bear Lake, PA. 'We lucked out with the pill draw and were up front all night. We didn't have a race winning car that night and were beat by the better car. It was still a solid run and we'll take a second every chance we get.' Briggs continued to talk about the Saturday night's event. 'Our car was a lot better on Saturday than it was on Friday but the track took on some rubber and locked down. It was tough to get around lapped traffic and it cost us. We lost the lead with three laps to go while trying to get around a lapped car. That's part of it though and we're happy finishing second.'

The special event season is upon and Boom is looking forward to the extra paying shows, 'We're going to go to Eldora Speedway this weekend for the World 100,' Briggs claimed. 'We've raced there one other time a few years ago when the World of Outlaws Late Model Series was there but we've never attempted one of the 'Crown Jewels' there. We're excited to head out there after having a few solid weeks in a row. I've been a part of the World 100 in the past when I worked with Chub and the atmosphere is like something you can't even explain. I'm sure going out there as a driver; it will be even more intense.'

Boom Briggs and the Boom Briggs Racing Team will be in action this Friday and Saturday, September 9 and 10 at Eldora Speedway in Rossburg, OH for the 41st Annual 'World 100' that pays \$41,000 to the winner. The following Saturday, September 17 Boom will trek to Little Valley Speedway in Little Valley, NY for another unsanctioned \$3,000 to win event before heading to McKean County Raceway in Smethport, PA from September 22-24 for the 6th Annual Fall Classic that pays over \$13,000 for the weekend.

For more information on these events please visit www.eldoraspeedway.com, www.littlevalleyspeedway.com, and www.mckeancountyraceway.com.

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

Boom Briggs and Boom Briggs Racing would like to thank their sponsors for the 2011 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.

Written and Distributed by:
JNJ Motorsports Media
www.jnjmotorsportsmedia.com