

For Immediate Release:
Boom Briggs Racing (BBR)
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Boom Briggs Still Upbeat as Season Winds Down

Bear Lake, PA (September 14, 2010) Rick 'Boom' Briggs of Bear Lake, PA has had a long and busy summer with his Boom Briggs Racing team as they have been chasing points with not only the O'Reilly All Star Late Model Series (ASLMS), but also the United Late Model Series (ULMS). Currently, Boom sits third in points with the ASLMS behind 2009 ASLMS Champion Rob Blair and Jared Miley and leads the ULMS standings by a mere eight points over Bump Hedman despite his recent string of inconsistent finishes.

So far, the month of September has not been kind to the 'Bear Lake Banzai' as Boom has raced with the World of Outlaws Late Model Series (WoO), ASLMS, and the ULMS. Boom's best finish of the month was 11th that came at West Virginia Motor Speedway with the ASLMS on Thursday, September 2. That came a day after Briggs finished 16th with the WoO at Mohawk Int. Speedway in New York and a day after he finished 15th at Lernerville Speedway in Sarver, PA, again with the ASLMS.

Boom hoped his luck would change over the Labor Day weekend as the WoO visited Tri-City Speedway in Franklin, PA for a double-header but rain washed away the first day and another 15th place finish on the second day kept Briggs out of the top-ten again. 'It's been a long season,' Boom said. 'I don't know if we've ever raced this much in one season, and the season isn't over yet, we still have two months left. Hopefully we can get a second wind here for these last two months and finish the season strong.'

Last weekend Briggs took 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 to Stateline Speedway in Busti, NY for the ULMS sanctioned 'Double Nickle' that featured two, \$5,000 to-win events. Boom's unfortunate string continued with finishes of 16th and 14th at one of his favorite facilities.

Boom and the BBR Racing team will be in action this upcoming weekend, September 17 and 18 at Pittsburgh's PA Motor Speedway for the annual 'Pittsburgher' co-sanctioned by the ULMS and Unified Force Race Championship (UFO). The event will pay \$7,000 to the winner. Then the team will head to McKean County Speedway in Smethport, PA for the ULMS sanctioned 'Fall Classic' and the 'RaceFAN 50' paying \$12,000 to the winner.

For more information on these events please visit www.unitedlatemodelseries.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 2010 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, American Race Tires, JNJ Motorsports Media, Fleming Design Solutions, Buccola's, Sunset Dairy, Bodies by Lacki, GW Performance, Ohlins Shocks, Slavic Custom Racing Shirts and Decals, VP Racing Fuel, All Star Performance, Outerwears, Safety Solutions, Rush Performance, Hypercoils, K-B Carburetors, Argo Pit Equipment, Brinn Transmissions, Mason Racin, Wrisco Aluminum, Performance Friction Brakes, Speed Bear Fasteners, Ringers Gloves, Schuyler's, Frankland, Motul Lubricants, Aurora Rod Ends, Kirkey, Tarpco Inc., Performance Bodies, Jones Racing Products, Wiles Driveshafts, Cruise with the Champions, Weld Racing, KRC Power Steering, Race Pumps, and Simpson Race Products.

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