

Race Car Driver Turns to Public to Help Charity and Fulfill INDY 500 Dream

Race Car Driver Louis "Topspeed" Albornoz appeals to the general public for support to compete in the INDY 500 and to raise money for United Cerebral Palsy.

New York, NY (PRWEB) February 20, 2006 -- An enterprising race car driver from New York City has launched a grassroots marketing campaign as part of his efforts to participate in the greatest spectacle in auto racing, the INDY 500. Louis Albornoz, also known to many of his fans as "Topspeed", has turned to the general public for support to compete in the historic motor racing event and to raise money for United Cerebral Palsy.

The cost of competing in the INDY 500 is a hurdle that many professional race car drivers never overcome but Topspeed isn't about to let that stop him. "I've dreamed of being in the INDY 500 since I was a child and I have been working towards it my whole life. Ultimately though, getting there will allow me to help countless people and that's most important," stated Albornoz.

The INDY 500 will occur this year on May 28th and Albornoz aims to raise the money he needs to compete through the sale of his popular Topspeed racing caps. At the same time, he hopes to raise a substantial sum of money for his official charity, United Cerebral Palsy. Ten percent of the proceeds will go directly to the well known charity that helps people with developmental disabilities. Of course, the ambitious driver is also welcoming any corporate or private sponsorship to help him accomplish his life-long goal and has a solid marketing program in place for the benefit of such sponsors.

Topspeed will need to sell about 150,000 of his racing caps for a chance at hearing "Gentleman, start your engines!" come May and if he does, he will become the first driver ever in INDY 500 history to be sponsored by fans. More importantly, accomplishing this feat will benefit the 176,000+ people helped daily by his official charity, UCP.

Although New York City has not produced a single INDY 500 champion since Danny Sullivan, a former cab driver who won the great race more than twenty years ago, Topspeed believes that his hometown deserves to have a representative in the famed motor race. "I come from a very humble background but I'd like to represent my city in this prestigious race," said Albornoz. He further added, "I'm sure there are racing fans nationwide as well who would love to see an underdog driver compete against the established veterans of the INDY 500."

Individuals who would like to support the charitable mission and help Topspeed get into the INDY 500 can purchase an official racing cap at www.topspeedracer.com. There, they can also find money saving offers from current Topspeed sponsors. Businesses or individuals wishing to contribute their support on a larger scale can contact Topspeed directly through the website as well.

United Cerebral Palsy (UCP) is committed to change and progress for persons with disabilities. As one of the largest health charities in America, the mission of United Cerebral Palsy is to advance the independence, productivity and full citizenship of people with disabilities through an affiliate network. People who would like to lend their support or learn more should log onto: www.ucp.org

Louis "Topspeed" Albornoz is a professional race car driver and a native New Yorker. Some sponsorship opportunities for Louis' regular racing season are still available and people who are interested in learning more should log onto: www.topspeedracer.com

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