



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

Tim Glenn
Compassion International
719-272-5377
tglenn@us.ci.org

COMPASSION INTERNATIONAL PARTNERS WITH NASCAR NATIONWIDE SERIES DRIVER, BLAKE KOCH

Koch Races on Behalf of Children in Poverty in This Friday's O'Reilly Auto Parts 300

COLORADO SPRINGS, Colo. (April 9, 2013) – Compassion International has partnered with NASCAR Nationwide Series driver Blake Koch and SR2 Motorsports. Thanks to a generous contribution from an anonymous donor, Compassion will be the primary sponsor of Koch's No. 24 Toyota Camry in this Friday's O'Reilly Auto Parts 300 at Texas Motor Speedway in Fort Worth, Texas.

To promote the partnership, Compassion International has launched a [new website](#) to raise awareness of the needs of children living in poverty around the world and to help find sponsors for those children. Koch's goal is to get 2,400 children sponsored through his partnership with Compassion.

"When I look into the eyes of my eight-month-old son, I am overcome with grief that there are children just like him who are living day to day without even the most basic of human needs," said Koch. "I simply cannot imagine not being able to provide food or clothing or a home for my little boy."

Compassion International connects sponsors with children living in the poorest countries around the world. The program focuses on the physical, social, emotional and spiritual needs of children caught in the grip of poverty. Recent [independent research](#) shows Compassion's program has a significant impact on a child's education, future employment and leadership potential.

"We are excited that Blake is taking Compassion's name and the cause of kids in poverty to generous and compassionate NASCAR fans," says Mark Hanlon, senior vice president of Compassion's USA Group. "When a sponsor supports a child living in poverty, both lives are changed forever. Blake is helping us to change the stories of children living in poverty. And, of course, we'd all love to see him win!"

"Everyone at both Compassion Racing and SR2 Motorsports is very excited about this new partnership," said Josh Grodin, who was hired by Koch to lead the Compassion Racing campaign. "And while we are all honored that Compassion will be the main sponsor of Blake's car this Friday night, the true mission of this partnership is to help bring a little hope to an unfortunate child. I am confident that the good and generous folks who are proud to be NASCAR fans will band together to help sponsor at least 2,400 kids leading up to this week's race."

The NASCAR Nationwide Series O'Reilly Auto Parts 300 takes place this Friday, April 12th at 7:30pm CST at Texas Motor Speedway. For tickets, go to www.texasmotorspeedway.com. To schedule media

appearances or interviews with Blake Koch, please contact Josh Grodin at 202-841-1387 or email him at joshg@blakekoch.com.

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About Compassion International

Compassion International is the world's leading authority in child sponsorship. Compassion revolutionized the fight against global poverty by equipping the Church to develop children out of poverty to become responsible and fulfilled Christian adults. It is the only child sponsorship program to be validated through independent, empirical research. Today, Compassion partners with more than 6,000 Christian churches in 26 countries to release more than 1.4 million babies, children and students from poverty in Jesus' name. Compassion has been awarded the highest rating for financial stewardship and transparency for 12 consecutive years by Charity Navigator, America's largest charity evaluator. For more information on the ministry, visit compassion.com or follow on twitter at [@compassion](https://twitter.com/compassion).