

Freedom Car needs Legion family support

The American Legion is about to embark on an exciting journey to compete in the NASCAR Busch Series. This is an excellent opportunity to get our message out and contact new veterans for potential membership. The American Legion sponsorship with Team Johnson Motorsports is unique.

The American Legion has given Team Johnson Motorsports the exclusive marketing opportunity to raise funds to race the No. 76 Freedom Car through the sale of products. Legion Racing is a product-driven sponsorship, with one-third of Team Johnson Motorsports' operating budget coming from the sale of merchandise.

Support of the districts and posts will allow the No. 76 Freedom Car to compete in the NASCAR Busch Series. For 2005, Team Johnson Motorsports will be testing, building the team and running limited Busch races with the vision of racing fulltime in 2006. Go to www.legionracing.org to learn about the driver and the racing team.

"Team Johnson's commitment and passion for the racing industry, combined with The American Legion's values and beliefs, will make this program a winning combination," Team Johnson Motorsports owner Jack Johnson said. "By working together, we will raise America's awareness of what The American Legion stands for and the important veterans programs we support, as well as recruit the next generation of Legion members."

The Legion Racing team depends on the more than four million American Legion family members to support this racing adventure through the purchase of merchandise. Introductory Legion Racing merchandise is available to all posts at a reduced price. A post can market this merchandise in different ways: post raffles, auctions and/or retail sale of the merchandise to members.

Racing always generates excitement, whether at the track, talking to fellow members or just watching the race on television. Legionnaires who are race fans will want to be a part of this excitement.

Since the merchandise is available to all posts, the merchandise has been labeled "post packs." The "post pack" consists of 12 T-shirts, 12 caps and 12 lapel/hat pins. Pictures of this racing merchandise may be seen on www.legionracing.org. Suggested retail is \$550.20 for each pack, but a post will pay only \$399 plus \$15 shipping. This means approximately \$135 per pack is returned for post programs.

Orders forms have been mailed to post adjutants, but additional forms can be printed from the www.legionracing.org Web site, by calling (704) 658-9988 or by using the coupon below.

Posts ordering five or more "post packs" will receive a certificate designating the post an honorary pit crew member, while posts ordering 10 or more



James V. Carroll

packs will receive a plaque designating the post an honorary associate sponsor of the Legion Freedom Car.

"This is a great opportunity for The American Legion," said Herman G. Harrington, chairman of The American Legion Internal Affairs Commission. "Because a high percentage of NASCAR fans are veterans, we can expand into a market where we can provide our service to more veterans and their families. Since a large number of our members are

NASCAR fans, this merchandising is a real winner from two standpoints: it provides products to our members and allows our posts to gain from this fundraiser.

"How exciting is this – growing a program with a young Sons of The American Legion driver, Jerick Johnson? We could have gone with a more experienced driver, but the fun and opportunity to grow with Jerick is what the Legion is all about. We need your support. Let's go racing."

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– Herman G. Harrington,
National Internal Affairs Commission chairman

Suit up

Buy your Post Pack NOW!

Each Post Pack Includes:

- A 12 American Legion Racing T-shirts**
medium through xxxlarge (preshrunk)
Post Cost: \$15 Suggested Retail: \$20
- B 12 Lapel Pins**
Post Cost: \$2.25 Suggested Retail: \$3.95
- C 12 American Legion Racing Ball Caps**
Post Cost: \$16 Suggested Retail: \$22

Join the American Legion Racing crew!

All apparel made in the USA.

PRODUCT ORDER FORM

POST NAME OR INDIVIDUAL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

	ORDER QUANTITY	=	TOTAL	
POST PACK \$399.00 per pack	X	=	=	SELECT PAYMENT CREDIT CARD <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa CARD# _____ EXPIRATION DATE _____ SIGNATURE _____
SHIPPING \$15.00 per pack	X	=	=	
SELECT SIZES - QTY MED LRG XL XXL XXXL <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>				<input type="checkbox"/> PAYMENT BY CHECK (PLEASE MAKE CHECK PAYABLE TO TEAM JOHNSON MOTORSPORTS)

Please send completed form and payment to:
Team Johnson Motorsports
 ATTN: Legion Racing
 P.O. Box 919
 Mooresville, NC 28115
www.legionracing.org

Or call to order: 704-658-9988