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Tex Motorsports Marketing
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Contact: Jeff Goddard

North American River Runners Car and Driver Rich Gould To Attend 29th Anniversary Bridge Day Festival

Hico, WV 10/12/07- NASCAR Busch East series driver Rich Gould and his North American River Runners (NARR) Chevy Monte Carlo will travel to the headquarters of his primary sponsor to participate in the 29th Anniversary of the Bridge Day Festival weekend.

The weekend's events will kick off Friday October 19th when the #58 North American River Runners Chevy Monte Carlo will be on display at the North American River Runners base camp located on Highway 60, a quarter-mile west of U.S Route 19 in Hico, WV from 2-6pm with two driver autograph sessions from 3-4pm and again at 5-6pm. Then on Saturday October 20th the #58 North American River Runners Chevy Monte Carlo will travel to Fayetteville, WV and be on display from 10:30am-4:30pm at the Fayetteville Convention & Visitors Bureau located on Highway 16 just off U.S. Route 19 with two autograph sessions at 11am-12 noon followed by another from 2:30-4pm.

On Sunday October 21st driver Rich Gould will take the wheel of a new ride, this time being a raft. Gould will take his shot at rafting down the Gauley River with the help of the North American River Runners rafting guides along the way.

"This will be a fun weekend to see what it's like to take a trip down the Gauley River, that's something I have been looking forward to since we started our partnership with NARR. I'm really looking forward to getting to know more about the Bridge Day Festival and the West Virginia outdoors. But above all, I want to show the fans from the state of West Virginia, that big time NASCAR racing is on the map and being supported in their own backyard. Fans should be proud that an organization such as NARR has brought racing home to them," stated driver Rich Gould.

Event Info Day 1

When: Friday October 19th 2-4:30pm

Where: North American River Runners Base Camp (Highway 60, a quarter-mile west of U.S Route 19 in Hico, WV)

Event Info Day 2

When: Saturday October 20th 10:30am-4:30pm

Where: Fayetteville Convention & Visitors Bureau (Highway 16 just off U.S. Route 19 in Fayetteville, WV)

Interviews/Photos are welcome during these events. Contact Jeff Goddard of TEX Motorsports Marketing for interview information.

EVENT CONTACT INFORMATION: Jeff Goddard (704) 239-5553

jeff@tracksidesouvenirs.com To learn more about NASCAR Busch East driver Rich Gould and the North American River Runners racing team visit his website at www.richgould.net.

For more information on appearances like this as well as marketing and sponsorship opportunities with Rich Gould Racing contact For more information on Rich Gould Racing and driver Rich Gould visit www.richgould.net. If you are interested in marketing your company or organization through motorsports marketing contact Chris Ragle with Tex Motorsports Marketing at cragle02@yahoo.com or call 704.706.3666 for more information on 2008 season possibilities.