

North American River Runners Joins Rich Gould Racing at Music City as Primary Sponsor

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Hico, WV 7/21/07- When the Rich Gould Racing (RGR) team shows up at the Music City Motorplex in Nashville, Tennessee they will be sporting a new look and a new primary sponsor who is also new to the sport of NASCAR racing. The look of waves splashing down the side of the #58 Rich Gould Racing Monte Carlo will be a fitting look to welcome North American River Runners, West Virginia's oldest and largest outfitter for outdoor adventure vacations. Since 1975 North American River Runners has specialized in white water rafting vacations along the New and Gauley Rivers.

Piloting the North American River Runners Chevy Monte Carlo this weekend will be NASCAR Busch East veteran Rich Gould. The New Jersey native now embedded in North Carolina, known as "Racing Country USA," is in his third year of Busch East competition. When asked about North American River Runners addition to Rich Gould Racing for this weekend's Music City 150, Rich had this to say.

"This is awesome to have a company such as North American River Runners on board for this event and to be the racing organization to introduce them to the NASCAR racing world is just an honor in itself. It shows that they are committed to making them stand out from the next outdoor adventure outfitter and from everything that I have learned about them so far they are exactly that, unique and different. I am looking forward to Nashville this weekend to kick everything off. I have never seen the place but I've been told it's comparable to Thompson which is one of my favorite tracks," said Gould.

As part of the partnership, North American River Runners along with Rich Gould Racing will be giving away a white water rafting vacation. Fans will be able to register starting this weekend at the Music City 150 during the driver autograph session. Fans will also be able to register online at www.narr.com, North American River Runners home on the web as well as the Rich Gould Racing website, www.richgould.net.

"Everyone at North American River Runners is extremely excited about breaking into the motorsports world the way we have with Rich Gould Racing. The thrill and excitement of NASCAR racing is what makes it the most fan loyal sports there is and we feel that the same excitement that the fans love about racing can be found on a white water rafting trip with us," stated Gwen Hagaman, Marketing Director for North American River Runners.

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 remaining 2007 and 2008 possibilities.

