








**Gillette
Fusion
PROGLIDE**

PRELUDE TO THE DREAM

**LIVE! ON PAY-PER-VIEW
WEDNESDAY, JUNE 9 • 7^{PM}_{ET} / 4^{PM}_{PT}
FOLLOWED BY AN IMMEDIATE REPLAY**

www.PreludeToTheDream.org

2010 Indianapolis 500 Winner Offered Ride in June 9 Gillette Fusion ProGlide Prelude to the Dream

Winner of 'Greatest Spectacle in Racing' Will Have Car Available to Compete in All-Star Dirt Late Model Race Live on HBO Pay-Per-View®

SPEEDWAY, Ind. (April 20, 2010) – The winner of the 2010 Indianapolis 500 will receive a frosty bottle of milk in victory lane, a check for more than \$3 million, the keys to the Chevrolet Camaro SS Pace Car and the opportunity to race a dirt Late Model against the likes of **Tony Stewart, Jimmie Johnson, Jeff Gordon** and others at the famed Eldora Speedway in Rossburg, Ohio.

Stewart, a two-time NASCAR Sprint Cup Series champion and five-time Indianapolis 500 starter, is **offering the winner of the 2010 Indianapolis 500 a car to drive in the Gillette Fusion ProGlide Prelude to the Dream June 9 at Eldora Speedway.**

“The winner of the 2010 Indianapolis 500 has a standing offer to compete in this year’s Gillette Fusion ProGlide Prelude to the Dream at Eldora Speedway,” said Stewart, who has three top-10 finishes in five Indianapolis 500 starts. **“We’ll have a car waiting for him or her,** and we’d love to have whoever puts their name on the Borg-Warner Trophy at Indianapolis come about two hours east and compete in a dirt Late Model to raise money for charity.”

The dirt Late Model stock car that will be waiting for the winner of the 2010 Indianapolis 500 will feature imagery from the Indianapolis Motor Speedway’s Centennial Era campaign, which prominently features the famous wing and wheel logo of the venerable racing institution.

The Gillette Fusion ProGlide Prelude to the Dream will be **presented live to the entire nation on HBO Pay-Per-View® with proceeds from the telecast supporting four of the nation’s top children’s hospitals:**

- **Riley Hospital for Children in Indianapolis:** www.RileyChildrensHospital.com
- **Cincinnati Children’s:** www.CincinnatiChildrens.org
- **Levine Children’s Hospital in Charlotte, N.C.:** www.LevineChildrensHospital.org
- **St. Jude Children’s Research Hospital in Memphis, Tenn.:** www.StJude.org

The sixth annual event will be headlined by the **Gillette Young Guns: Clint Bowyer, Kasey Kahne, Kyle Busch, Denny Hamlin, Carl Edwards and Joey Logano.** All will join Stewart, owner of Eldora Speedway, and many others including fellow Sprint Cup champions **Johnson, Gordon** and **Matt Kenseth.** All will pilot 2,300-pound dirt Late Model stock cars capable of putting out more than 800 horsepower.

The live, commercial-free broadcast will begin at **7 p.m. EDT (4 p.m. PDT)** with an immediate replay. HBO Pay-Per-View’s racing telecast has a suggested retail price of \$24.95 and is available to more than 71 million pay-per-view homes. HBO Pay-Per-View is the leading supplier of event programming in the pay-per-view industry. **Ordering information and up-to-the minute racing information is available at either www.PreludeToTheDream.org or www.HBO.com.**

“There are many talented drivers competing in this year’s Indianapolis 500,” Stewart said. “We’d love to have whoever wins come to Eldora. It’d be great to see Danica Patrick, Helio Castroneves, Dario Franchitti, Tony Kanaan, Dan Wheldon, Scott Dixon, Marco Andretti, Graham Rahal, Will Power, Ryan Briscoe or any of the other talented IndyCar Series drivers in this year’s Indy 500 try their hand behind the wheel of a dirt Late Model.”

Many past Indianapolis 500 champions have competed at Eldora since 1954, including A.J. Foyt, Bobby Unser, Johnny Rutherford, Mario Andretti, Parnelli Jones, Al Unser Jr., Tom Sneva and Gordon Johncock. Juan Pablo Montoya, who won the 2000 Indianapolis 500, made his Eldora debut in the 2007 Prelude to the Dream.

Drivers from all types of disciplines, some with lots of dirt track experience and others with hardly any, will participate in **hot laps, qualifying, heat races and a 30-lap feature**, all of which will be televised live on HBO Pay-Per-View.

With no points and no pressure, the Gillette Fusion ProGlide Prelude to the Dream is a throwback race, allowing drivers to step back in time and compete for the reasons they all went racing in the first place – pride and a trophy. And they’ll do it on the same surface that racing legends Foyt and Andretti competed on nearly 50 years ago.

For those who want to see the Gillette Fusion ProGlide Prelude to the Dream in person, tickets are available online at www.EldoraSpeedway.com or by calling the track office (937) 338-3815. Act fast – the race has sold out in each of its five previous years.

Media members planning to cover the Gillette Fusion ProGlide Prelude to the Dream can apply for credentials online at www.TrueSpeedCommunication.com. **All credential requests must be submitted by May 28, 2010.** Complete event information can be found in the Gillette Fusion ProGlide Prelude to the Dream online media kit at www.TrueSpeedMedia.com.

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