



## Prelude to the Dream – *FAST FACTS*

- WHAT:** Seventh Annual Prelude to the Dream
- WHERE:** Eldora Speedway in Rossburg, Ohio (Half-mile dirt oval)
- WHEN:** 8 p.m. EDT (5 p.m. PDT) on Wednesday, June 8, 2011
- DISTANCE:** Feature consists of 30 laps (preceded by qualifying and heat races)
- CARS:** Dirt Late Model stock cars

### PAST WINNERS:

- **2010:** Jimmie Johnson
- **2009:** Tony Stewart
- **2008:** Tony Stewart
- **2007:** Carl Edwards
- **2006:** Tony Stewart
- **2005:** Kenny Wallace

### THE TRACK: Half-mile dirt oval

- **Banking:** 24 degrees in the corners; 8 degrees on the straightaways
- **Capacity:** Reserved seating + suites + hillside seating = more than 20,000.
- Eldora Speedway is a half-mile dirt racing facility located in western Ohio. The “Big E” is owned by two-time NASCAR Sprint Cup Series champion Tony Stewart. The Indiana native purchased Eldora from legendary promoter Earl Baltes in 2004. Baltes built Eldora in 1954 and had been the sole owner of the facility for 50 years. Eldora plays host to some of the largest dirt racing events in the country, including the Prelude to the Dream, The Dream, Kings Royal and World 100 – all of which attract more than 20,000 spectators on an annual basis.

### PRELUDE TO THE DREAM RECORDS:

- **Most Victories:**
  - 3 – Tony Stewart (2006, 2008, 2009)
- **Highest Percentage of Laps Led:**
  - 100 percent (Stewart led 30 of 30 laps in 2008 and Johnson led 30 of 30 laps in 2010)
- **One-lap Qualifying Record:**
  - 15.405 seconds at 116.845 mph (Tony Stewart – 2009)
- **Attendance:**
  - Approximately 23,000 (2009)

### TV: Pay-Per-View, 8 p.m. EDT (5 p.m. PDT), Wednesday, June 8, 2011

- **Booth:** Marty Reid, Darrell Waltrip and Larry McReynolds
- **Host:** Matt Yocum
- **Pit Reporters:** Dick Berggren and Steve Letarte (crew chief for Dale Earnhardt Jr., in the NASCAR Sprint Cup Series)
- **Director:** Artie Kempner
- **Producer:** Pam Miller

**HOW TO ORDER:**

- The live, commercial-free broadcast will begin at **8 p.m. EDT (5 p.m. PDT)**.
- All that is necessary to order the event is a digital cable box or satellite service. **You do not need HBO to order.**
- The suggested retail price is \$24.95. **Ordering information and up-to-the minute racing information is available at either [www.PreludeToTheDream.org](http://www.PreludeToTheDream.org) or [www.HBO.com](http://www.HBO.com).**
- Updates can also be found on Twitter at [@PreludetoDream](https://twitter.com/PreludetoDream) and follow the hashtag [#RideWithUs](https://twitter.com/#!/RideWithUs), or become a fan on Facebook at [www.facebook.com/PreludetoDream](http://www.facebook.com/PreludetoDream).
- If you have Cable, Verizon FiOS, AT&T U-verse, DIRECTV or DISH, **ordering the Prelude to the Dream begins June 6.**
- The following are step-by-step instructions to help place an order for the Prelude to the Dream on Pay-Per-View:
  - **Cable, AT&T U-verse TV and Verizon FiOS Customers:** All that is necessary to order the event is a digital cable box on your TV. If you are not sure about the kind of box you have, contact your cable company and ask if you have a digital cable box that gets Pay-Per-View (PPV). Once you know you have a digital cable box, scroll through the Pay-Per-View channels on your electronic program guide for Wednesday, June 8 at 8 p.m. ET, and look for “**Auto Racing: Prelude to the Dream.**” Once you see the entry, click it and follow the on-screen instructions to order. If your cable system does not accept orders from your remote control, contact a customer service representative either the day before or the day of the race. Make sure you tell the representative that you are looking to order “**Auto Racing: Prelude to the Dream.**” Some cable systems have a short window available to order Pay-Per-View events. The more specific you are with the customer service representative, the easier it will be to place your order.
  - **DIRECTV Customers:** All DIRECTV customers can order. You can find the event on **Channel 121**. Go to the programming guide for those channels for Wednesday, June 8 at 8 p.m. ET, and look for “**Prelude to the Dream.**” Once you see the entry, click the event and follow the on-screen instructions to order.
  - **DISH Network Customers:** All DISH Network customers can order. You can find the event on **Channel 455/472**. Scroll through the programming guide for those channels for Wednesday, June 8 at 8 p.m. ET, and look for “**Prelude to the Dream.**” Once you see the entry, click the event and follow the on-screen instructions to order.
- If any problems are encountered during ordering, contact a customer service representative anytime on Wednesday, June 8, to make sure the order is processed and the race can be viewed. **Once it is ordered, sit back and enjoy the ride.**

**SCHEDULE (All times local – EDT; subject to change):**

7:30 a.m.:	Ticket office opens
8:00 a.m.:	General admission markings may begin (chairs/blankets ONLY)
8:00 a.m.:	All admission gates open
12:00 p.m.	Pit gates open for teams
4:30 p.m. to 5:15 p.m.:	Media availability session for ALL drivers (media tent)
5:25 p.m.:	Qualifying draw (stage)
5:40 p.m.	Driver’s meeting (media tent)
6:30 p.m. to 6:55 p.m.:	Hot lap session No. 1
7:00 p.m. to 8:00 p.m.:	SPEED’s “RaceHub” airs with live interviews from Eldora
7:30 p.m.:	Prelude driver introductions (stage)
7:45 p.m.:	Prelude driver parade
8:00 p.m.:	HBO Pay-Per-View broadcast begins
8:08 p.m.:	Invocation and National Anthem
8:10 p.m.:	Prelude qualifying (2 laps)
9:05 p.m.:	Prelude to the Dream racing program begins (Heats / Feature)
11:00 p.m.:	Post -race winner’s circle and introduction of charities

**INFORMATION FOR DOWNLOADING PHOTOGRAPHY:**

- Photos from the Prelude to the Dream will be available to the media online through Getty Images on [www.image.net](http://www.image.net).
- Media will not be charged an editorial usage fee for images from the event.
- To view and download materials, **please register at [www.image.net](http://www.image.net) and select “Sports” in the “subjects you cover” section.**

Driver:	No.	Car Owner:	Notes:
Justin Allgaier	31	Raymond Childress	The 2008 ARCA Series champion is now making a name for himself in NASCAR. He was the 2009 NASCAR Nationwide Series rookie of the year and comes to the Prelude fresh off a Nationwide Series victory at Chicagoland Speedway in Joliet, Ill. Allgaier grew up racing Midgets and Late Models in the Midwest. He is the youngest driver ever to advance to the A-Main in the famed Chili Bowl Midget event in Tulsa, Okla.
Aric Almirola	88	Clint Smith	NASCAR Nationwide Series championship contender whose only dirt experience has come in the last four Preludes.
Marcos Ambrose	9	J.W. Kinzer	Two-time Australian V8 Supercar champion is making a name for himself in the United States thanks to back-to-back-to-back Nationwide Series wins at Watkins Glen in 2008, 2009 and 2010. Prelude will be his third race on dirt, with his dirt debut coming in the 2009 Prelude.
Clint Bowyer	33	Clint Bowyer	Grew up on dirt and won the 2002 track title on dirt at Kansas' Lakeside Speedway. Finished second in 2009 and 2010 Preludes. Car that won 2010 Prelude with Jimmie Johnson was built by Bowyer.
Kyle Busch	18	Scott Bloomquist	Dominates on asphalt in the NASCAR world, and has adapted quickly to dirt, as he finished second in 2007 Prelude, third in 2009 Prelude and fourth in 2010 Prelude.
Ron Capps	28	John Kennedy	NHRA star will have to get used to turning left – and doing it on dirt, but experience from past Prelude events should pay dividends.
Ricky Carmichael	4	Mike Dillon	The GOAT, as in Greatest Of All Time, thanks to 15 AMA (American Motorcycle Association) championships. Now, transitioning to stock cars by running a full-time NASCAR Camping World Truck Series schedule and select ARCA and NASCAR Nationwide Series events. Not a stranger to dirt, at least on two wheels.
Austin Dillon	3	Mike Dillon	2010 NASCAR Camping World Truck Series rookie of the year is well-versed on dirt. The 21-year-old races 25-50 times a year on dirt, all while balancing his schoolwork as a sophomore at High Point (N.C.) University.
Carl Edwards	99	Stacy Holmes	Began racing career on dirt tracks and showcased his dirt track lineage by winning 2007 Prelude. Had to sit out 2009 race due to injury and roared back in 2010 with a strong third-place finish.
Bill Elliott	9	Ray Cook	Plenty of dirt experience for the 1988 Sprint Cup champion. Since retiring from running NASCAR full-time, is a dirt track fixture. Had to sit out 2009 race due to injury.
Ray Evernham	98	Brian Lillie	Former NASCAR Modified Tour driver, turned crew chief, turned car owner, turned track owner, turned ESPN analyst returns to Eldora for another Prelude.
David Gilliland	34	Tim Logan	Making Prelude debut, this California native cut his teeth on dirt at Perris Auto Speedway before moving to NASCAR.
Denny Hamlin	11	Billy Moyer	Not a lot of dirt experience, but plenty of Late Model experience from running asphalt bullrings in home state of Virginia.
Ron Hornaday	33	Terry Pannell	Four-time NASCAR Camping World Truck Series champion has limited dirt track experience, and none in a dirt Late Model.
Jimmie Johnson	48	Clint Bowyer	Comes into Eldora as the defending winner of the Prelude. It was the five-time NASCAR Sprint Cup Series champion's first win on a dirt surface since he won in off-road and stadium trucks early in his career.
Kasey Kahne	4	Chris Madden	Cut his teeth on dirt in USAC competition and maintains his dirt track ties by owning a World of Outlaws team with drivers Joey Saldana, Paul McMahan, Cody Darrah and Brad Sweet.
Tony Kanaan	11	GRT Race Cars	Started last in 2010 Indy 500 and climbed to second by lap 120 of 200-lap race, and was still there with four laps to go before pitting for fuel and finishing 11 <sup>th</sup> . And it was déjà vu in this year's Indy 500, as Kanaan started 22 <sup>nd</sup> and twice rallied his way to the front before finishing fourth. The 2004 IZOD IndyCar Series champion is affable and fearless – good traits to have with his only dirt experience coming in last year's Prelude.
Matt Kenseth	17	Wayne Reese	2003 Sprint Cup and 2009 Daytona 500 champ continues to develop as a dirt track driver by running non-asphalt races when his schedule permits.
Bobby Labonte	47	Bobby Labonte	Owns a dirt Late Model team with drivers Earl Pearson Jr., and Brad Neat, and occasionally gets behind the wheel for some dirt driving fun of his own.
Jason Leffler	38	Chris Wall	A three-time USAC Midget champion who will be making his Prelude debut, Leffler is well-versed on dirt.
Ryan Newman	39	Ernie Davis	Like his NASCAR Sprint Cup Series teammate Stewart, cut his teeth on dirt in USAC competition and has become a threat when competing in dirt Late Models.
Cruz Pedregon	75	Cruz Pedregon	Like Capps, this NHRA star will have to get used to turning left – and doing it on dirt, but he also has experience from past Preludes.
David Reutimann	00	Brad Neat	Third-generation driver began racing dirt Modifieds throughout home state of Florida before breaking into NASCAR Slim Jim All-Pro Series in 1997.
Ken Schrader	9	Ken Schrader	Could be the favorite as he will race anywhere, anytime – especially on dirt, and has proven victorious at Eldora in USAC competition.
Tony Stewart	14	Mark Richards	Liked Eldora so much he bought it in 2004. In first full season of ownership, debuted the Prelude in 2005, which he has won three times.
Brian Vickers	83	Donald Bradsher	2003 NASCAR Nationwide Series champion whose only dirt experience came in 2009 Prelude. Had to sit out last year's Prelude due to illness.
Kenny Wallace	36	Brian Shirley	2005 Prelude winner grew up on dirt, and after two decades in NASCAR, has again made dirt Late Model racing a staple of his routine.
J.J. Yeley	1G	Sanford Goddard	Like Kahne and Stewart, cut his teeth on dirt in USAC competition and won multiple USAC races at Eldora.

**RACE NOTES:**

- Five NASCAR Sprint Cup Series champions representing a total of 10 Sprint Cup titles are scheduled to participate in the Prelude to the Dream: Elliott (1988), Labonte (2000), Stewart (2002, 2005), Kenseth (2003) and Johnson (2006, 2007, 2008, 2009, 2010).
- Four Daytona 500 winners representing a total of five Daytona 500 victories are scheduled to participate in the Prelude to the Dream: Elliott (1985, 1987), Johnson (2006), Newman (2008) and Kenseth (2009).
- Two IZOD IndyCar Series champions are scheduled to participate in the Prelude to the Dream: Stewart (1997) and Kanaan (2004).
- Drag racing standouts Ron Capps and Cruz Pedregon will compete in the Prelude to the Dream. Capps has 31 career NHRA victories and has finished second in Funny Car points three times (1998, 2000 & 2005). Pedregon won the 1992 and 2008 NHRA Funny Car titles and has 32 career NHRA victories.
- The elite group of drivers in the Prelude to the Dream has **combined for a staggering 731 victories** in the NASCAR Sprint Cup Series, NASCAR Nationwide Series, NASCAR Camping World Truck Series, NASCAR K&N Pro Series East-West, IndyCar/Champ Car, Indy Lights, NHRA, ARCA, IROC, CASCAR and Australian V8 Supercar: (Sprint Cup – 271; Nationwide Series – 189; Camping World Truck – 98; K&N Pro Series East-West – 29; IndyCar/Champ Car – 18; Indy Lights – 4; NHRA – 63; ARCA – 29; IROC – 14; CASCAR – 1; Australian V8 Supercar – 15).
- **More Than 60 Racing Titles Represented at the Prelude to the Dream: Sprint Cup [10]** – Elliott (1988), Labonte (2000), Stewart (2002, 2005), Kenseth (2003), Johnson (2006, 2007, 2008, 2009, 2010); **Nationwide Series [5]** – Labonte (1991), Vickers (2003), Edwards (2007), Bowyer (2008), Busch (2009); **Camping World Truck [4]** – Hornaday (1996, 1998, 2007, 2009); **IROC [3]** – Labonte (2001), Kenseth (2004), Stewart (2006); **ARCA [1]** – Allgaier (2008); **IndyCar Series [2]** – Stewart (1997), Kanaan (2004); **Indy Lights [1]** – Kanaan (1997); **NHRA Funny Car [2]** – Pedregon (1992, 2008); **Camping World Series East [1]** – Logano (2007); **Australian V8 Supercar [2]** – Ambrose (2003, 2004); **USAC Silver Crown [3]** – Stewart (1995), Yeley (2002, 2003); **USAC Sprint Car [3]** – Stewart (1995), Yeley (2001, 2003); **USAC Midget [3]** – Stewart (1994, 1995) Yeley (2003); **AMA 125 National [3]** – Carmichael (1997, 1998, 1999) **AMA 125 East Coast SX [1]** – Carmichael (1998); **AMA 250 National [7]** – Carmichael (2000, 2001, 2002, 2003, 2004, 2005, 2006); **AMA 250 Supercross [5]** – Carmichael (2001, 2002, 2003, 2005, 2006); **U.S. Open of Supercross [3]** – Carmichael (2000, 2001, 2005); **WSXGP 250 Supercross [1]** – Carmichael (2005); **MXdN [4]** – Carmichael (2000, 2003, 2005, 2007).

**PHILANTHROPIC ELEMENT:**

- The net proceeds from the Pay-Per-View telecast is in support of four of the nation's top children's hospitals:
  - **Levine Children's Hospital in Charlotte, N.C.:** [www.LevineChildrensHospital.org](http://www.LevineChildrensHospital.org)
  - **Children's Healthcare of Atlanta:** [www.choa.org](http://www.choa.org)
  - **St. Louis Children's Hospital:** [www.StLouisChildrens.org](http://www.StLouisChildrens.org)
  - **Children's Medical Center Dallas:** [www.childrens.com](http://www.childrens.com)
- This year's Prelude to the Dream is a team event. There will still be an individual race winner, but there is also a race within the race, with the field broken up into four teams, each representing a children's hospital:
  - **Team Levine:** Johnson, Hamlin, Elliott, Reutimann, Dillon, Evernham and Pedregon.
  - **Team Atlanta:** Newman, Edwards, Bowyer, Schrader, Leffler, Gilliland and Capps.
  - **Team St. Louis:** Busch, Kahne, Labonte, Allgaier, Wallace, Hornaday and Carmichael.
  - **Team Dallas:** Stewart, Kanaan, Kenseth, Vickers, Ambrose, Almirola and Yeley.
- Each hospital will receive a donation, with the payout breakdown as follows:
  - Winning team receives 30 percent of net proceeds raised from the pay-per-view telecast.
  - Second-place team receives 25 percent of net proceeds raised from the pay-per-view telecast.
  - Third- and fourth-place teams each receive 20 percent of net proceeds raised from the pay-per-view telecast.
- The lowest team score wins, and only the top-five drivers from each team will be scored. For example, if Team Levine has finishes of first, fourth, seventh, 11<sup>th</sup> and 18<sup>th</sup>, respectively, from its top-five drivers, its score will be 41. In the event of a tie, the sixth driver will be scored.

**COORDINATE/UPLINK INFORMATION FOR POST-RACE HIGHLIGHTS:**

- **Transmit:** PSSI Ku-band TES
- **Satellite:** Galaxy 17 / K15
- **Video:** SD – Standard Definition, 4:3 aspect ratio, MPEG-2 4:2:2 In the Clear
- **Downlink Frequency:** 12000 H
- **Modulation:** QPSK
- **FEC Rate:** 5/6
- **Symbol Rate:** 26.470 Msym/s
- **Data Rate:** 40.656536 Mbps
- **Audios:** Channel 1: PGM; Channel 2: PGM
- **When:** Approximately 10 minutes following the conclusion of HBO Pay-Per-View telecast on Wednesday, June 8
  - Feed will begin at approximately 11:15 p.m. EDT
  - If trouble is encountered with feed, please call (937) 338-3126 or (937) 338-3127

**For More Information, Contact:**

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