



## **Rick Ware Racing breaks Social Media Barrier**

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Thomasville, NC

Rick Ware Racing, based in Thomasville, North Carolina looks to break the social media barrier in NASCAR. "The Biggest Little Team in Motorsports", competes in the NASCAR Nationwide, Camping World Truck, Whelen Modified Series', AMA Arenacross and Legends Series with a staff of less than 10 full-time employees, showing the creative and resourcefulness of a motorsports team during these hard economic times.

RWR will hold a press conference announcing a new multi-year sponsor, as well as their 2010 driver lineup, and the manner in which it is being done is just part of the story.

"It's a "Twit Conference" if there's such a thing", stated owner Rick Ware. Rick Ware Racing will hold the "Twit Conference" on February 5<sup>th</sup> at 3:00pm EST, and will provide video, transcripts, interviews, and the unveiling of the paint schemes for the 2010 RWR entries.

"Based in Thomasville, North Carolina, we are an hour away from the NASCAR hubs in Charlotte and Mooresville, which makes it difficult to hold a press conference that people can attend. Once you add in the fact that several media outlets have suffered budget cuts, the ability to reach our faithful reporters and fans must be done in a different manner and that is what we are trying to correct", Ware claimed.

With billions on social networks like Twitter, Facebook and MySpace, it seems fitting that a virtual press conference can reach more individuals than the traditional method of journalism, and is not restricted by budgets, geographic locations and even weather.

"We have seen several interviews via video on Twitter or sister sites of Twitter, but not an actual full blown press conference", stated Dave Mitchell, Director of Marketing for RWR. "We feel the time is right to launch a new avenue in social media and journalism that will hopefully catch on with the speed of NASCAR!"

In order to be a part of the Rick Ware Racing press conference, individuals can join the fun by going to [www.twitter.com](http://www.twitter.com) , sign up and add @rickwareracing

For more information on Rick Ware Racing, visit [www.warerracing.net](http://www.warerracing.net)