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FOR IMMEDIATE RELEASE

SUPER LATE MODELS RETURN TO SEASON OPENING "CHILLER THRILLER" FOR 1ST EVER UFO EVENT MARCH 27 AT MERCER

By Mike Leone

Mercer, PA...Mercer Raceway Park is excited to announce that one of the richest Super Late Model events in the history of The Park will take place for the season opening "Chiller Thriller" on Saturday, March 27. On the heels of the successful "Fall Brawl," which drew 33 cars and was won by John Flinner- the Super Late Models will now open the 59th anniversary season with this inaugural UFO-sanctioned event.

This UFO Championship Super Late Models will headline this highly-anticipated event featuring the "Mach-41" with \$2,500 going to the winner and \$250 to-start. Also part of the show will be the United E-Mod Series (UEMS) and Open Stock Cars both competing for a cool \$1,000 to-win. The M&D Paving Mini Stocks will complete the show.

"We've talked about opening our season with a big Super Late Model show in the past," stated 12th year owner Vicki Emig. "With the success of our last Super Late Model show in the fall and the momentum UFO has gained the last two seasons, we felt the time was right to give it a shot. One of the neat things about Mercer is that it's neutral ground and with the centralized location, we've always been able to attract cars from Northwest PA/western New York, eastern and central Ohio, and all over western and central Pennsylvania."

UFO will kick off its third season at Mercer led by two-time champion Alex Ferree. The Saxonburg, Pa. driver has competed in five prior Mercer events, but has never been victorious. In its two-year history, UFO has contested 22 events with an amazing 17 different winners led by three-time winners Bart Hartman and Steve Baker. Flinner is the Series' only other repeat winner at two and has already indicated and he'll look to defend his October 3 win and try to match the all-time UFO win mark.

John Mollick, who won the 2008 "Fall Brawl", was the runner-up to Ferree in the 2009 final standings and owns one career UFO win. Third place point man was one-time winner Keith Barbara, who has two career Mercer Late Model wins back in the 2003 season. Jared Miley, who finished fourth in points, is a one-time UFO victory and has only ever competed at Mercer once. Completing the top 10 in points were Mike Johnson, Mike Basich, Flinner, Lynn Geisler, Brandon Burgoon, and Gregg Satterlee.

Another driver anxious to return to Mercer will be Big-Block Modified star Dave Murdick, who expects to contend for the UFO title. The nearby Slippery Rock, Pa. resident has turned many laps at Mercer and has nine Modified wins to his credit. Murdick was very fast in the Pitkavish #1 contending for the win in the October 3 event before he got caught up in an accident.

"We are very excited to have Mercer Raceway Park as part of the UFO alliance for 2010," stated UFO Director Doug Ferrell. "Mercer has been a leader in innovative race promotions and always runs a top-quality program, which will be a great fit with UFO. This will be a superstar event on the schedule as it will kick off the 2010 Super Late Model major event season for the entire PA-OH-WV-NY region."

The E-Mods will be part of the "Chiller Thriller" for the fourth straight year and third under the UEMS banner. Richard Michael, Jr. won the \$500 non-sanctioned event in 2007, while Randy Hall has been victorious in the last two seasons' \$750 to-win UEMS events. This year, the pot has been upped with \$1,000 going to the winner.

The Stock Cars have always come out to support the "Chiller Thriller" under the open "Little Guy Nationals" rules. This event always draws cars from all over western and central Pa., eastern Ohio, and western New York as it's not only most racers first race of the year, but one of the biggest early season events with \$1,000 on the line. Past winners of this event include Andy Buckley (2005), Rusty Wheeler (2007-2008), and Tim Deutsch (2009).

Bringing down the curtain on 2010 opener will be the fast-growing Mini Stock division. This event will use the same rules as the "Warlock 30" and "Snowflake 20" to allow most area Mini Stocks to compete before Mercer's rules kick in on the first night of points on April 3. Past winners include Kevin Kilgore (2009) and Chris Myers (2008).

The payoff for the UFO Super Late Models for the "Chiller Thriller" Mach 41-lap feature at Mercer will be 1st-**\$2,500** 2nd-**\$1,200** 3rd-**\$1,000** 4th-**\$800** 5th-**\$700** 6th-**\$600** 7th-**\$525** 8th-**\$475** 9th-**\$425** 10th-**\$400** 11th-**\$375** 12th-**\$350** 13th-**\$340** 14th-**\$325** 15th-**\$300** 16th-**\$290** 17th-**\$275** 18th-**\$275** 19th-**\$275** 20th-**\$275** 21st-**\$250** 22nd-**\$250** 23rd-**\$250** 24th-**\$250**. **\$100** for dnq cars starting a heat race.

In the event of inclement weather, Mercer Raceway Park has reserved Saturday, April 3 as a rain date. Pits gates open at 3:30 p.m. with grandstands at 4:30. Hot laps will begin at 6:15 p.m. with the first green flag at 7.

If the "Chiller Thriller" is completed as planned, Mercer will kickoff its traditional "Saturday night Live" program of Luxaire Heating & Cooling Sprint Cars, Approved Toilet Rental Modifieds, 4 Your Car Connection FASTRAK Late Models, Stock Cars, and M&D Paving Mini Stocks on April 3 at 7 p.m.

Mercer Raceway Park is a 3/8-mile dirt track located minutes from both Interstate 79 and 80 just off Route 19 on Fairground Road in Mercer, Pa. Dirt track racing and quality family entertainment are presented weekly late March through October. The office in New Bedford, Pa. is open year-round late mornings and after 1:30 p.m. Monday through Friday. For more information call the office at 724-964-9300 or the track on race day at 724-662-1310. Check out our website at www.mercerracewaypark.com for the latest. Go to www.twitter.com/mercerraceway or Mercer Raceway Park at www.facebook.com/mercerracewaypark to stay up to date. Text the word "MERCER" to 29222 for race event and special family and discounted promotions.

The UFO Race Championship is an alliance among tracks in the Pennova region (Western PA-Northern WV-Northeastern OH). Participating speedway present championship Super Late Model events throughout the season using common tech and procedure rules and offer a year-end point bonus for the top finishing drivers on the tour. Eligible tracks are within the 3 hour travel distance of the central point of Washington, PA.

The UFO Race Championship Tour is proudly sponsored by Hoosier Tire Mid-Atlantic and Lias Tire/American Racer. 100% of their sponsorship will be given to the top point standing drivers in prize money and awards. More information on these sponsors may be found at <http://hoosiermidatlantic.com> and <http://americanraceronline.com>.

2010 Contingency awards are provided by Bernheisel Race Components and Lazer Chassis. Information on their products may be found at <http://bernheiselracecars.com>.

Complete information on the UFO Race Championship may be found at <http://uforacechampionship.com>. The Pittsburgh's PA Motor Speedway is located just west of Pittsburgh off US 22/30 at Imperial, PA off the Noblestown exit. The track website is <http://ppms.com>, office phone 412-279-7223 and race day phone 724-695-3363 or 724-695-0393. Tyler County Speedway is located south of Middlebourne, WV on SR 18 at the Tyler County Fairgrounds. Tyler County Speedway is located south of Middlebourne, WV on SR 18 at the Tyler County Fairgrounds. The track website is <http://tylercountyspeedwaywv.net> with race day phone 304-758-2660 and office phone for Circle Track Management Group 304-483-2536.

The Elkins Speedway is located north of Elkins, WV off US 219 at the town of Kerens. WV Motorsports Promotions may be contacted at 304-842-6003 with track phones of 304-363-3339, 304-636-0880 and 304-636-0881. The track website is <http://elkinsspeedway.com>.

Hesston Speedway is located south of Huntingdon, PA off PA 26 off of Race Track Road then Sawmill Road. The track website is <http://hesstonspeedway.com>, promoter phone 717-582-8337 and race day phone 814-658-2823. Lernerville Speedway is located at Sarver, PA off SR 356. Track website is <http://lernerville.com> with office and track phone 724-353-1511.