

FaceLube Sponsors STA-BIL Lawn and Garden Mower Racing Series Best New Face Award

PRWeb – Tue, Jul 17, 2012

U.S. Lawn Mower Racing Association Rookie of the Year Will Become the 'FaceLube® Best New Face' of America's Fastest Mowin' Sport.

Los Angeles, CA (PRWEB) July 17, 2012

FaceLube®, the high performance anti-aging skin care technology for masculine men, will partner with the STA-BIL® Lawn and Garden Mower Racing Series, by becoming the Official Sponsor of the “FaceLube® Best New Face Award” honoring the U.S. Lawn Mower Racing Association (USLMRA) Rookie of the Year as lawn mower racing celebrates its 20th Anniversary in 2012.

“FaceLube® is premium, results-based masculine men's anti-aging skin care products for a Man's Man,” said Candace Chen, FaceLube® founder and owner. “Built from the ground up for masculine men, FaceLube® uses no common beauty terms with female characteristics. From the packaging, the marketing, to the retail environment - FaceLube® is catered to the preferences of masculine men.”

“FaceLube® is all about giving men their best face, so sponsoring the STA-BIL® Series “FaceLube® Best New Face Award” is a perfect fit for us. We also like the culture of lawn mower racing, where competitors take their sport seriously, but still have a sense of humor and have fun.”

FaceLube® will provide product for each STA-BIL® Lawn and Garden Mower Racing Series event, and will receive banner space and promotional opportunities at the 20th Anniversary STA-BIL® Keeps Gas Fresh Finals National Lawn Mower Racing Championship Saturday, September 1. The STA-BIL® Keeps Gas Fresh Finals will be televised on Fox Sports Net as part of “Race Freaks” this fall.

“The Rookie of the Year is a high honor,” said Bruce Kaufman, “Mr. Mow It All,” USLMRA Founder and President. “The award is determined by a vote of fellow lawn mower racers who have observed on-track performance and results. The FaceLube® Best New Face Award is a perfect way to further honor the best new face in lawn mower racing. I am truly MOWtivated to be partnering with FaceLube®.”

About the U.S. Lawn Mower Racing Association:

Founded on April 1, 1992 and celebrating its 20th Anniversary in 2012, the USLMRA sanctions and presents organized lawn mower racing across America including the 20-race STA-BIL® Lawn and Garden Mower Racing Series and a network of 50 Local Chapters and Affiliated Clubs hosting more than 140 sanctioned races nationwide every year. STA-BIL® lawn mower racers compete in ten classes at speeds up to 60 mph with all cutting blades removed. Race mower classes include Junior Prepared (8 mph), IMOW (20 mph), Prepared (50 mph) and Factory Experimental (60 mph). Racers compete for trophies, points and bragging rights, never for purse money. The annual STA-BIL® Keeps Gas Fresh Finals national championship is televised on Fox Sports Net “Race Freaks” USLMRA sponsors include STA-BIL Fuel Stabilizer, HEET GasLine Antifreeze, Diesel Power!, 104+ Octane Boost, No Leak, Alumaseal, Start Your Engines!, K&N Filters and Gnomefrenzy.com. For mow info please visit <http://www.letsnow.com>.

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2012 STA-BIL® Lawn & Garden Mower Racing Series & US Open Schedule

Feb 18-19, Florida State Fair, Tampa, FL

April 28, Windy Hill Speedway, McDonough, GA

May 19, Gusher Days, Oil City, LA

June 2, Cure Mower Cancer Open, Superior, WI

June 9, Lions Club, Englewood, TN

July 4-5, 4th of July Festival, Estacada, OR

July 21-22, Huntington's Disease Race For Research, Sparta, MI

July 28-29, River Bottom Raceway, Carlisle, IA

August 3-4, Bowles Farms, Clements, MD

August 11-12, U.S. Open V-Twin Shootout, Vestaburg Speedway, Vestaburg, MI

August 18, Westmoreland Fair, Greensburg, PA, Greensburg, PA

Sept. 1, STA-BIL Keeps Gas Fresh Finals, Delaware, OH

Sept. 2, U.S. Open Finals, Delaware, OH

Nov. 3-4, Sam Rogers U.S. All American Open, Stevenson, AL

For more information visit <http://www.letsmow.com> or call (847) 272-2120.

Bruce Kaufman

U.S. Lawn Mower Racing Association

847.272.2120

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