

FOR IMMEDIATE RELEASE

**Race Car Driver and Shifter Kart Champion Memo Gidley
to promote his new book in the Windy City.**

MG to be on hand for his first appearance to promote his new book on shifter kart racing at the KMI Show in Chicago on February 22nd and 23rd.

Toronto, Ontario Memo Gidley, accomplished open wheel racecar driver and shifter kart champion will be at the 11th Annual Kart Expo International Show being held at the Pheasant Run Resort & Convention Center in St. Charles, Illinois (West Suburban Chicago) on February 22-23. On hand with Memo to talk about the book will be the Author, Jeff Grist.

“Both Jeff and I are very excited to be at the Kart Expo Show and meet the race fans that are buying the book,” continues Gidley. “Secrets of Speed is really going to make a big difference for a lot of guys driving shifter karts,” smiles Gidley.

The idea behind Memo Gidley’s Secrets of Speed for Shifter Kart Racing is to help level the playing field for rookie racers and recreational drivers by getting them the same secrets as the top ranking veterans.

And there has been strong support for this project from the industry. “We are especially fortunate to have Trackmagic on board as the Official Chassis of Memo Gidley’s Speed Secrets for Shifter Kart Racing,” states the book’s Author, Jeff Grist. The book will feature the new MG version of the popular Trackmagic 125cc shifter kart chassis program.

The book signings are scheduled for Saturday from 4:00 PM to 5:00 PM and Sunday from 10:30 AM to 11:30 AM in the Shifter Kart Illustrated Booth #516 and 518. The staff of Memo Gidley’s Secrets of Speed for Shifter Kart Racing will be on hand for the entire show in Booth # 525. Copies of Memo Gidley’s Secrets of Speed for Shifter Kart Racing will be available for sale during the entire show.

For more information on the Kart Expo Show Info: 630-653-7368 or karting@msn.com. For more information on Memo Gidley’s Secrets of Speed for Shifter Kart Racing visit the website at www.mgspeedsecrets.com call Jeff Grist at 905.847.1808 x33 or email at jeff@mgspeedsecrets.com.

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Memo Gidley is an accomplished racecar driver having competed in CART, including a podium finish at Houston, Laguna Seca and Cleveland. Memo is one of America’s most successful shifter kart racers with 2 championships to his credit. Memo is currently the lead test driver for Trackmagic. For more information on Memo Gidley visit

memogidley.com or contact Donnie Graves at Pacific Management Services at 818.985.4377.

Jeff Grist is shifter kart enthusiast and first time author. Mr. Grist has put his 15 years of brand marketing and corporate communications experience into this new project. Currently, Jeff is President and CEO of PromoSpyder Inc., and Oakville, ON based Internet software development company. For more information on this book please contact Mr. Grist by email at jeff@tap.net or call at 905.847.1808 x33.

Trackmagic is North America's leading manufacturer of go-karts and 3-time world champion. This includes the new line of MG Signature Series shifter karts. Located in San Francisco, CA, Trackmagic designs, builds and markets go-karts for all levels of racer from cadet to Super Pro. For more information on Trackmagic Karts visit them at www.trackmagic.com or call Matt Cage at 415.822.6795.

Best Regards,

Jeff Grist
Memo Gidley's Secrets of Speed for Shifter Kart Racing

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