

***We Are Pleased To Announce  
The 2nd Annual***



***Challenge Cup Race***

***May 17th  
At The  
St. Louis Mills***



*The top 40 qualifying accounts will designate three drivers and assign each to drive in one of the three 1<sup>st</sup> round preliminary heats to be held on the indoor Champions, the Family 500 and the super slippery SlideWayz. These drivers will attempt to advance to the 2<sup>nd</sup> round preliminary heats where the final positions for the Championship race will be determined. The nerves and driving skills of the final qualifiers will be tested to the extreme as they race 5/8 scale NASCAR replica cars, at speeds up to 30 mph, around the quarter-mile d-oval mini-motor Speedway track.*

*This year we have reserved the entire SpeedPark facility from 5 pm to 10 pm for our event. Each qualifying account will receive ten free wristband passes to watch the races and enjoy free food & beverages plus the kids can have unlimited fun at the park's other race tracks, laser tag, rock climbing wall, bumper boats, miniature golf and the video arcade with discounted tokens.*

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*If you are interested in trying to qualify for The Crescent Challenge Cup Race contact your Crescent Representative or call 636-916-5511 to sign up!*

*Only companies that sign up will have points tracked during the qualifying period that runs January 9th through April 29th, 2006.*

**SEE THE BACK PAGE TO SEE HOW YOU CAN  
QUALIFY FOR THE CRESCENT CHALLENGE CUP RACE!**

## Program and Race Details

- 🏆 Sign up for the promotion before March 10th, 2006.
- 🏆 The 40 companies with the highest overall point total qualify for the Challenge Cup Race\* on May 17th, 2006 at the St Louis Mills NASCAR SpeedPark facility.
- 🏆 Points are accumulated on purchases of qualifying items during the promotion period that runs January 9th through April 29th, 2006.
- 🏆 The qualifying products have been put into three separate categories: Tools & Accessories, Commercial & Refrigeration and Residential & I. A. Q.
- 🏆 A complete list of qualifying items under each category and their corresponding point value will be supplied upon sign up.
- 🏆 Each product category represents a different 1st round preliminary race.
- 🏆 The final 40 qualifying companies will assign one driver to each of the 1st round preliminary races.\*\*
- 🏆 The starting positions for the preliminary races will be determined by each company's accumulated point value per individual product category and seeded highest to lowest.
- 🏆 The winners of the 1st round preliminary races will advance to the 2nd round.
- 🏆 The starting positions for the 2nd round will be determined by random draw.
- 🏆 The 2nd round winners will advance to the championship race.
- 🏆 The starting positions for the championship race will be determined by random draw.

\* In case of ties a random drawing will be held among the tying parties.

\*\* In the event the outdoor tracks are closed due to rain the event will follow a rain format race schedule. Each company will choose one driver as their representative and the preliminary races will be held on the indoor Champions track and the championship race on the NASCAR Silicon Motor Speedway simulators.

***We will need a RSVP for the number of people attending the race by May 10th, 2006.***

*The Crescent Challenge Cup Race has been co-sponsored by these vendors.*

