



FOR IMMEDIATE RELEASE

Joe's Transmission to Sponsor 3rd Annual Canada Day Spectacular

Over \$13,000 in Contingency Posted for Winners and Class Champions by Joe's Transmission

Niagara Falls, Ontario (April 22, 2014). – Joes Transmission Service has signed on to become the Title Sponsor of the up-coming 3rd Annual Canada Day Spectacular, which will be the Second stop on the Six weekend DSE Sportsman Racing Series Tour and feature the NHRA Summit Racing Equipment "King of the Track" as well as the NHRA Jr Drag Racing League Challenge.



In addition, Joe's Transmission will also be posting \$13,000 in Contingency Payouts for this upcoming season. To be eligible for the \$250 contingency cash prize, racers must win any DSE Sportsman Series Main event class while running a Transmission that was bought from Joe's as well as run the Contingency stickers on both sides of their vehicle.

They will also be offering any Class Points Champion the same \$250 prize providing they meet the same guidelines as the event winner rules with running a complete Joes Transmission unit and contingency decals on both sides of vehicle.

DSE Series Director Andrew Stirk noted that The Canada Day Spectacular weekend has become one of the favourite dates on the tour as a combination of great summer weather and the coming together of family and friends to celebrate Canada's birthday are great ingredients for a fantastic weekend at the Drag Strip.

Competitors in the DSE Automotive Sportsman Racing Series will hit the track for the first time at the 3rd Annual Season Opener, which takes place June 7th-8th at Cayuga Dragway of Toronto Motorsports Park. The DSE Sportsman Racing Series boasts a (to date) \$22,500 Year end points fund, and features a point's structure where racers claim their best 8 out of 12 point's races during the season. For more information on the Series and its Marketing Partners, please visit www.SportsmanRacingSeries.ca.

About the Joes Transmission Service

Joe Boniferro has owned and operated Joe's Transmission Service in Niagara Falls, Ontario since 1984. From the original single bay location, the business has progressed to a six bay, five-employee automotive complex on Arthur Street. The two storey building houses Joe's Transmission (Commercial, Fleet and Performance Divisions) and Al's Radiator Service. They sell and install aftermarket high performance parts and accessories. As a Firestone Dealer, they sell and install drag racing tires. Their specialty is building and repairing high performance transmissions. Contact Joe and his team at (905) 374-6116 or visit them online at www.joestransmission.com.

About the DSE Automotive Sportsman Racing Series

The DSE Sportsman Racing series was created at the end of the 2011 racing season as a way to promote grassroots level sportsman drag racing in Southern Ontario. The series will run 12 events with six Championship Sportsman classes ranging from Super/Pro and Modified, to Super/Bike & Sled, Street Eliminator, Jr. Dragster and the newly added Quick 16 Program.

Sponsored by DSE Automotive LTD which is managed by David and Andrew Stirk in Brampton Ontario, DSE Sportsman Racing Series is dedicated to creating a competitive series for sportsman level drag racers to participate in which is fun and cost effective, while still providing an excellent racing program for fans and spectators to enjoy.

Visit www.sportsmanracingseries.ca for more series information.

Series Contact Information

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