



FOR IMMEDIATE RELEASE

Leaf Racewear Joins DSE Sportsman Racing Series for 2014 Season

Over \$1800 in Prizes to Top Points Contenders

London, Ontario (April 14, 2014) – Leaf Racewear will be joining the DSE Automotive Sportsman Racing Series as a marketing partner in 2014, and will be contributing Over \$1800 in Prizes and Certificates to racers in four different classes for this up-coming season.



The Inaugural Champion in HeadsUpRacer.com Quick 16 will be taking home a \$750 Certificate towards a Leaf SFI-15 or -20 Racing suit with 2nd and 3rd in points winning a pair of Ultra Series Racing gloves. Renegade Race Fuels Super Pro Champion will take home a \$500 Certificate towards any SFI-5, -15 or -20 Racing suit, with 2nd and 3rd place receiving a pair of Ultra Series Racing Gloves. Hill Racing/ATI Performance Products Modified Champion will take home a \$250 Certificate towards a new SFI Suit and last the Corriveau Concrete Jr Dragster Champion will take home a \$100 Certificate.

Leaf Racewear is a 30 year veteran in the Racing Safety Equipment market place having designed and sold equipment that's meets and exceeds current SFI 3.2A/1, 3.2A/5, 3.2A/15, 3.2A/20, 16.1 specifications and requirements for virtually all forms of racing including NASCAR, ARCA, NHRA, IHRA, DIRT Motorsports, Boat Racing, Tractor Pulling and many more forms of Motorsports. Their latest innovation has been the Ultra Lite Series Race Suits, which incorporates lighter materials that cuts down on weight and bulk, while still being able to deliver premium fire protection that meets all SFI specifications.

"It is very exciting to have such a great company like Leaf Racewear join the series and contribute some great prizes for our racers to strive for this season." Stated Series Director Andrew Stirk. He would add, "The bonus for our racers is that Leaf Racewear is Canadian Company and is located in London Ontario. This means for those who have SFI-15 or -20 suits that need recertification, there's no need to worry about cross border shipping or expensive handling charges to get them done."

The opening race for the DSE Automotive Sportsman Racing Series is 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 Leaf Racewear & Safety Equipment

For over 30 years, Leaf Racewear & Safety Equipment Inc. has been manufacturing and distributing high quality Nomex and Proban Race Suits, Nomex underwear, Nomex gloves, Nomex shoes, sublimated team shirts and seat belt harness systems worldwide. For more information, please visit www.leafracewear.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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