

NORRA'S 2009 MEXICAN 1000 RALLY BULLETIN

RELEASED BY: Alex Plewniak - Director of Press & Public Relations SEPTEMBER 8, 2009

HURRICANE JIMENA SLAMS BRAKES ON NORRA MEXICAN 1000 RALLY NORRA SWITCHES GEARS TO AID HURRICANE VICTIMS

8 September 2009, Los Angeles: The National Off Road Racing Association (NORRA) announced today the postponement of its forthcoming Mexican 1000 Rally scheduled for September 16-20. In the aftermath of the violent hurricane which affected a major portion of the Baja peninsula, NORRA officials and Mexican authorities came to the difficult decision to postpone the rally until early 2010.

"With 1000's of people still requiring assistance and the most basic of necessities, it would be terribly disrespectful for NORRA to hold an event at this particular point in time and tax the resources and people of this wonderful peninsula", said NORRA co-founder Michael Noval. "While NORRA appreciates the incredible outpouring of support and enthusiasm for the Mexican 1000 rally, in the end the decision to reschedule the event for 2010 was an easy one for all concerned. It is simply the only correct thing to do".

Hurricane Jimena affected a large portion of the Baja peninsula when it made landfall on September 3, 2009, Areas surrounding the towns of Mulege, Loreto and Ciudad Constitucion were devastated, including damaged roads, lack of electricity and running water.

For the immediate future, NORRA will provide assistance to the ongoing relief efforts on the peninsula. As Baja recovers, NORRA will continue to provide updates on the new date for the Mexican 1000 Rally. NORRA urges all participants, racers, and the off-road community at large to pitch in and lend some support to our Baja neighbors. NORRA is actively seeking donations of clothing, canned food, dry goods, basic shelter (tents, tarps etc) and financial support. Now that the event has been postponed, a list of drop off locations will be posted on its website as they receive and confirm details with interested volunteers.

For more information, questions and/or comments, please contact Michael Noval at 323-258-3034, visit the NORRA website: www.norra.com or send email to: info@norra.com to receive information about the items in greatest demand.



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