



**FOR IMMEDIATE RELEASE:**

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**\*\*MEDIA ADVISORY\*\***

## **Knockin' Doorz Down Philanthropist of The Year Presented by 51FIFTY**

The West Coast Stock Car / Motorsports Hall of Fame Committee, partnered with 51FIFTY Enterprises, are on the lookout for nominees for this year's Knockin' Doorz Down Philanthropist of The Year award recipient for 2022.

This award recognizes an individual that has demonstrated a commitment to the west coast racing community, and has displayed a heart for giving back to others. This award honors an individual who has exhibited significant charitable giving or involvement, insightful leadership and volunteerism, and who encourages others to contribute. This individual continually sets the bar for excellence in community leadership and represents the change-makers we all aspire to be.

"The West Coast Stock Car/Motorsports Hall of Fame was pleased to honor Mike Curb as the first Knockin Doorz Down Philanthropist of the Year in 2021," said Ken Clapp, Chairman and CEO of the organization. "Mike, a 2006 inductee, was an early and continuing sponsor of the West Coast Stock Car/Motorsports Hall of Fame and among those friends whose support has contributed greatly to our charitable efforts.

"Philanthropy, however, isn't only about monetary stewardship. The contributions of time and the sharing of insights designed to grow the West Coast's motorsports industry is equally important."

The June 9 Induction gala, presented by World Wide Technology Raceway at Gateway, moves to its new home in 2022 – Sonoma Raceway's VIP/Hospitality complex outside the road course's iconic Turn 11. It marks the first time the West Coast Stock Car/Motorsports Hall of Fame's annual event will be held at a facility hosting a NASCAR Cup Series weekend. Sonoma Raceway also will host the NASCAR Camping World Truck Series and ARCA Menards Series West.

"Marcus Smith and the entire Speedway Motorsports staff have extended a red carpet welcome to the West Coast Stock Car/Motorsports Hall of Fame," said Clapp. "We are honored to be the first major event to be hosted in the complex."

Five members of the Class of 2022, as voted by the West Coast Stock Car/Motorsports Hall of Fame, will be announced during the March 12-13 NASCAR Cup Series event at Phoenix Raceway. An additional five Heritage inductees will be revealed in early April.

Tables for the event can be purchased by contacting Clapp at [ckcdeee@gmail.com](mailto:ckcdeee@gmail.com).

### **About the West Coast Stock Car/Motorsports Hall of Fame:**

The West Coast Stock Car/Motorsports Hall of Fame was conceived in 2001 as a means of recognizing significant contributors and contributions to the sport of stock car/motorsports competition. The mission of the West Coast Stock Car/Motorsports Hall of Fame is to preserve history and heritage of the key role west coast stock car and motorsports figures have played in the sport's development and continuation and to recognize, through annual enshrinement, of outstanding individuals and groups within the sport such as, but not limited to, designers, engineers, mechanics, drivers, race track owners, promoters, publicists and members of the motorsports media.

The Hall is a 501(c)3 charitable organization, dedicated to supporting a variety of organizations and groups from coast to coast. During its tenure, the Hall has raised more than \$600,000 in the past five of its 20 years for youth, health and safety, hospitals, animal rescue, military and other charitable causes.

### **About Knockin' Doorz Down**

Knockin' Doorz Down – The memoir of Carlos Vieira, owner of 51FIFTY and the Carlos Vieira Foundation, was written back in 2020. Highlighting his personal struggles with addiction, where he tells his story of his experiences as a drug addict and the ultimate path that saved his life. 100% of all sales of his book are donated to the Carlos Vieira Foundation, helping families living with autism, mental illness and addiction.

### **About 51FIFTY**

51FIFTY was borne out of one man's desire to chase his dream. It didn't matter how many people told him how dangerous it was and that he shouldn't take the risk. In fact, that only served to strengthen his resolve. He embraced this new identity and created the 51FIFTY logo which, to this day, stands to represent a person who never quits, meets all challenges head on, doesn't let fear dictate their decisions, pushes the limit and is crazy enough to chase his or her dream.

We at 51FIFTY believe that everyone has the opportunity for greatness. Once a person decides that he or she does not want to live an ordinary life and does something about it, they become one of us. One can't be afraid to stand out from the rest. We only reach the top by tuning out the naysayers and taking a chance. We call that "living the madness".

All nominees may be submitted via web at <http://westcoaststockcarhalloffame.com/kdd/>.

*There is an expectation of the winner of this award to be present at our annual awards banquet and the West Coast Stock Car Hall of Fame will gladly assist in travel expenses if needed. If the winner absolutely cannot attend the event, a pre-recorded video acceptance will be required to use at the event.*

### ***NOMINATIONS WILL CEASE AS OF MAY 10, 2022***

For more information on the West Coast Stock Car/Motorsports Hall of Fame visit:

[www.WestCoastStockCarHallofFame.com](http://www.WestCoastStockCarHallofFame.com)

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