



****FOR IMMEDIATE RELEASE****

****Agassiz Speedway Announces Bold Connections Drift Alliance Inc.
4-Year Corporate Sponsorship ****

Agassiz, BC—March 5, 2024

Agassiz Speedway is thrilled to announce Bold Connections Drift Alliance Inc. has entered into a 4-year sponsorship agreement. As part of this sponsorship, Bold Connections Drift Alliance Inc. will host 15 drifting events annually, captivating motorsport enthusiasts and bringing an adrenaline-fueled experience to the heart of Agassiz.

This groundbreaking sponsorship signifies a commitment to fostering the growth and excitement of motorsports in the region, elevating the Agassiz Speedway experience to new heights. The Bold Connections Drift Alliance Inc. sponsorship is not just an investment in speed and spectacle; it represents a shared passion for innovation and pushing the boundaries of what is possible on the track.

One of the key initiatives stemming from this sponsorship is starting a major project aimed at enhancing the drifting experience at Agassiz Speedway. A significant portion of the pit area is set to be paved, providing a dynamic and versatile space for drivers to showcase their skills with an array of drifting patterns. This development will undoubtedly elevate the spectator experience and allow for more intricate and captivating drifting maneuvers around the track.

The collaboration between Agassiz Speedway and Bold Connections Drift Alliance Inc. underscores a shared commitment to pushing the limits of motorsports entertainment. The 4-year sponsorship is a testament to the confidence that Bold Connections Drift Alliance Inc. places in Agassiz Speedway as a premier venue for drifting events.

"We are beyond excited to embark on this thrilling journey with Bold Connections Drift Alliance Inc.," said Andy Bodnar, President of Agassiz Speedway. "We are thrilled to introduce the excitement of drifting to our race fans while also welcoming drifters and their fans to Agassiz Speedway."

Bold Connections Drift Alliance Inc. echoes this enthusiasm, expressing their commitment to pushing the boundaries of drifting and providing an unparalleled experience for fans.

"This endeavor we are embarking on with Agassiz Speedway only marks the beginning of what's to come. We look forward to bringing a new car culture, community, and outlook on modern motorsports to Agassiz Speedway, and its members, to bring the community the best motorsports experience possible," states Jordan Maynard, Founder of Bold Connections Drift Alliance.

Agassiz Speedway invites fans, media, and sponsors to join in the excitement as this dynamic sponsorship unfolds over the coming years. Stay tuned for thrilling events, captivating competitions, and an unforgettable display of skill and speed as Agassiz Speedway and Bold Connections Drift Alliance Inc. redefine the limits of motorsports.

About Agassiz Speedway:

Agassiz Speedway is nestled in the mountains of the beautiful Fraser Valley near scenic Harrison Hot Springs. In operation for over 50 years they saw the first race held in June of 1971. Located a short 90-minute drive east of Vancouver, BC, and 3 hours north of Seattle, WA. Agassiz Speedway is operated by Kent Raceways Society, a non-profit society dedicated to supporting and furthering the sport of stock car racing in the Fraser Valley. Find more information visit www.agassizspeedway.com.

About Bold Connections Drift Alliance Inc.:

Bold Connections Drift Alliance Inc. was built out of pure love and passion for the up-and-coming motorsport of Drifting.

Bold Connections Drift Alliance Inc. was formed due to a high demand for an organized and controlled environment in which to practice our craft. We started as a nonprofit group just doing it for fun, as events were small. It was important to us to structure the organization in a way that allowed us to give everything back to the facilities we worked with. Growing into something much bigger and more quickly than anticipated led us to incorporate it in 2022.

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