

F1 RACE FACTORY GOES GREEN WITH ECOAID™!

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PHOENIX, AZ - F1 Race Factory is excited to be entering into a partnership with EcoAid™, Arizona's foremost sustainability and carbon offset company, who will assist them in improving their overall environmental impact and "going green."

F1 Race Factory is America's Largest Indoor Kart Racing & Entertainment Venue, open 363 days a year for public racing, company teambuilding, and group events, featuring high-speed indoor kart racing, rock climbing, billiards, and a wide selection of arcade games. EcoAid™ has been tapped to help F1 reduce their emissions and offset their environmental impact through the purchase of carbon credits towards renewable energy projects, forestry projects, and more.

"The racing world is becoming increasingly aware of its carbon footprint," says Scott Sanders, President of F1 Race Factory. "There are some great examples of the green movement becoming more prominent in motorsports: NASCAR's 2010 initiative to have every track participate in a program to plant 10 trees for every green flag (about 100 per race) to neutralize the carbon from each race, Pocono Raceway's decision to build the very first track-side solar farm, driver Jeff Gordon's personal commitment to drive a hybrid off the track, and even Ferrari is going green with its own hybrid," he added.

"We're excited to be working with a company like F1 Race Factory. Their unique business will enable companies to practice corporate social responsibility when using their services and facility and lead other businesses to the growing 'green' market," said EcoAid™ Sustainability Director, Brendan Cook.

EcoAid™'s goal is to reduce human induced climate change by promoting corporate, governmental and social responsibility through sustainability, education, and empowerment. They assist individuals and organizations interested in making a 'green' difference who feel somewhere powerless in identifying what it is they need to do to make those changes happen and become a contender in the fight against global warming.

With the carbon offsets purchased by F1 Race Factory, through EcoAid™, on behalf of their entire fleet and facility, they are supporting domestic clean air projects as well as international causes ranging from tree planting in Michigan to the erection of windmills in India, and more.

EcoAid™ and F1 Race Factory truly believe that business is no longer just about the 'bottom line,' but about a company's desire and need for change. "All changes, large and small, can make a difference. F1 Race Factory can't change the performance of our karts today, but that doesn't mean we're not able to make a positive environmental impact," says Sanders adding, "Our choice to work with a sustainability partner, like EcoAid™, to purchase carbon offsets for our *entire facility* not only impacts our environment, but I believe also makes us the first indoor karting track in the U.S. to go green."