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FOR IMMEDIATE RELEASE

MyRacePass Partners with Steve King Foundation to Support Racing Families in Need

Lincoln, NE – [04.05.2025] – MyRacePass, the industry-leading motorsports technology platform, is proud to announce its new partnership with the Steve King Foundation, a nonprofit organization dedicated to helping injured dirt track racing drivers, pit crew members, officials, and their families in times of need. This collaboration underscores MyRacePass’s commitment to supporting the dirt racing community beyond the track.

Through this partnership, MyRacePass will actively promote and support the Steve King Foundation’s mission by increasing awareness and fundraising efforts within the racing community. By integrating donation opportunities within the MyRacePass platform and leveraging its vast network, the partnership aims to provide crucial financial assistance to those affected by dirt racing-related incidents.

As part of this initiative, MyRacePass is also proud to sponsor the annual Steve King Foundation Cornhole Tournament at Knoxville Raceway during the Knoxville Nationals on August 8, 2025. This event serves as a key fundraiser for the foundation, bringing together racers, teams, and fans for a fun and competitive way to support a great cause.

“We are honored to partner with the Steve King Foundation and assist in their mission to support racing families during difficult times,” said Josh Holt, Co-Founder/Co-Owner and Director of Business and Marketing of MyRacePass. “Our platform connects thousands of racers, teams, and fans, and we believe in using that reach to make a positive impact on the lives of those who dedicate themselves to this sport.”

Founded in memory of sprint car driver Steve King, the Steve King Foundation has provided essential support to countless individuals and families since its inception. The organization continues to be a pillar of strength for the dirt track racing community, offering financial and emotional assistance to those facing hardship.

“The Steve King Foundation is grateful for the support of MyRacePass,” said Kyler Fetters, Steve King Foundation Board President. “This partnership will allow us to expand our outreach and help even more members of the dirt racing family. We appreciate MyRacePass’s dedication to giving back to the sport.”

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SteveKingFoundation.org**

Racing fans, teams, and industry professionals can learn more about the partnership and find ways to contribute by visiting SteveKingFoundation.org. Together, MyRacePass and the Steve King Foundation are working to ensure dirt racing families can rely on the foundation for help when they need it most.

About MyRacePass:

MyRacePass is the leading motorsports technology platform, providing racers, tracks, and series with innovative solutions such as race management, live timing, driver profiles, and fan engagement tools. Learn more at MyRacePass.com.

About the Steve King Foundation:

The Steve King Foundation is a nonprofit organization dedicated to assisting individuals in the dirt racing community who suffer serious illness, injury, or tragedy. The foundation provides financial support. The foundation honors Steve King who died from injuries sustained during the 2006 Knoxville Nationals. Learn more at SteveKingFoundation.org.

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