



FOR IMMEDIATE RELEASE

## **Bringing Racing Excitement to Young Fans: Introducing 'The ABCs of INDYCAR Racing'**

INDYCAR, Indianapolis Motor Speedway partner with Red Racer Books to launch official kids' book for INDYCAR fans.

### **Indianapolis, IN; Feb. 20th, 2024**

INDYCAR, Indianapolis Motor Speedway and Red Racer Books are excited to announce the release of the official kids' book for INDYCAR fans: *The ABCs of INDYCAR Racing*, premiering at the season-opening Firestone Grand Prix of St. Petersburg presented by RP Funding on March 8-10.

Red Racer Books, a series of kids' books about motorsports, presents a unique introduction to the world of INDYCAR with *The ABCs of INDYCAR Racing*. With vividly illustrated pages, each dedicated to a different letter and INDYCAR racing concept, the book aims to bring the world of INDYCAR racing to life for young fans with an emphasis on science, technology, teamwork and diversity. These books will be available at every race during the 2024 NTT INDYCAR Series.

*"INDYCAR is excited to partner with Red Racer Books, a series that has demonstrated its commitment to empowering the next generation through motorsports. We're dedicated to enhancing our fans' experiences in 2024, and this collaboration opens the door to connect with the youngest members of our audience."* says Alexis Hurley, Director of Marketing at INDYCAR.

An officially licensed product of INDYCAR, the books will debut in St. Petersburg, where they will be available for purchase and fans will have the opportunity to meet the author, Andy Amendola, in person. *The ABCs of INDYCAR Racing* will be available for purchase at every race throughout the 2024 NTT INDYCAR SERIES, including the iconic Indianapolis 500 presented by Gainbridge.

*"Red Racer Books is dedicated to creating children's books that are not only fun and educational, but also true to racing. This partnership with INDYCAR and IMS brings an*

*unmatched level of authenticity and excitement to my books, perfectly capturing the spirit of the sport for a new generation of fans."*

- Andy Amendola, Founder and Creator of Red Racer Books

The *ABCs of INDYCAR® Racing: My First Guide to INDYCAR Racing* is written by Andy Amendola and illustrated by Wei Ren. It will be available for purchase online starting March 1st, 2024 at [www.RedRacerBooks.com](http://www.RedRacerBooks.com) and [Shop.Indycar.com](http://Shop.Indycar.com) and [Shop.IMS.com](http://Shop.IMS.com).

#### **ABOUT RED RACER BOOKS**

*Red Racer Books, a small, minority-owned business founded by motorsports fan and self-published author Andy Amendola, crafts children's books about F1 racing and other motorsports. The newest book in the series, The ABCs of INDYCAR Racing, provides an immersive experience, aiming to simplify complex concepts and terminology and make them easily digestible for children. Each book in the Red Racer Books series is crafted by fans, for fans, and refined through "beta-testing" feedback from readers, insiders, and industry experts. To learn more visit [www.RedRacerBooks.com](http://www.RedRacerBooks.com) or reach out at [Hello@RedRacerBooks.com](mailto:Hello@RedRacerBooks.com)*

#### **ABOUT NTT INDYCAR SERIES**

*The NTT INDYCAR SERIES is North America's premier open-wheel auto racing series. It features an international field of the world's most versatile drivers – including two-time and reigning series champion Alex Palou, two-time series champion Will Power, six-time series champion Scott Dixon and two-time series champion and reigning Indianapolis 500 winner Josef Newgarden – who compete on superspeedways, short ovals, street circuits and permanent road courses. The 2024 season consists of 17 races in the United States and Canada and is highlighted by the historic Indianapolis 500 presented by Gainbridge. The NTT INDYCAR SERIES, INDYCAR, INDY NXT by Firestone, the Indianapolis Motor Speedway and IMS Productions are owned by Penske Corporation, a global transportation, automotive and motorsports leader. For more information on the NTT INDYCAR SERIES, please visit [www.indycar.com](http://www.indycar.com).*

[PHOTO FOLDER HERE](#) CONTAINING IMAGES BELOW:



