

RED RACER
BOOKS

INDY 500 KIDS BOOK TOUR



1. 500 Festival 5/10
2. Tomorrow Bookstore 5/11
3. B. Erin Designs 5/16

4. Little Tulip Tree 5/17
5. IMS Kids Zone 5/18
6. Rockin' on Main 5/23

HELLO INDIANAPOLIS!

JOIN US FOR A CITYWIDE CELEBRATION OF READING AND RACING



We're hitting the gas on a Month of May celebration full of reading, racing, and fun for the whole family. Red Racer Books is bringing the INDY 500 Kids Book Tour to Indy — with special appearances by authors Josef and Ashley Newgarden, and stops all around town. From Downtown to Speedway, come hang out, hear some stories, meet the Newgardens, and grab officially licensed INDYCAR books for your young race fans.

“

Sharing Josef's BIG Dream and Goodnight Racetrack with race fans right here in Indianapolis during the Month of May is incredibly special to Ashley and me. The Indy 500 and Indianapolis Motor Speedway hold a special place in our hearts, and we are excited to share our love of both with kids and families as we gear up for the Greatest Spectacle in Racing. We are looking forward to celebrating reading and racing with everyone on the book tour and at IMS!

-ASHLEY NEWGARDEN



“

We were inspired to create these special books by our son - by his love of reading and racing. We knew we wanted to share that spirit and excitement with everyone, especially the next generation of INDYCAR fans. Meeting everyone and sharing the pure joy and wonderment that comes through reading has been so enjoyable for Josef and me. We appreciate everyone's enthusiasm and can't wait to see everyone around Indianapolis this month.



-JOSEF NEWGARDEN

INDY 500 KIDS BOOK TOUR

Celebrating the Month of May

RED RACER
BOOKS



SATURDAY

MAY 10

500 Festival Kids' Day at Monument Circle

11:00 a.m. - 3:00 p.m.

With Ashley Newgarden book signing

11:30 a.m.- 12:30 p.m.



SUNDAY

MAY 11

Tomorrow Bookstore Storytime

with Josef & Ashley Newgarden

Reading and signing from 10:00 to 11:30 a.m



FRIDAY

MAY 16

B. Erin Designs in Speedway

Ashley Newgarden book signing from

11:00 a.m. to 12:00 p.m.



SATURDAY

MAY 17

Little Tulip Tree in Carmel

**Ashley Newgarden book signing from 10:00
to 11:00 a.m.**



SUNDAY

MAY 18

IMS Kids Zone at Indianapolis Motor

Speedway with Ashley Newgarden

reading and signing from 12:00 to 1:00 p.m.



FRIDAY

MAY 23

Rockin' on Main Festival

Main Street, Speedway

5:00 to 8:00 p.m.



BOOKS ARE ALSO AVAILABLE TRACKSIDE AT THE OFFICIAL IMS
MERCHANDISE SHOPS THROUGHOUT THE MONTH OF MAY!

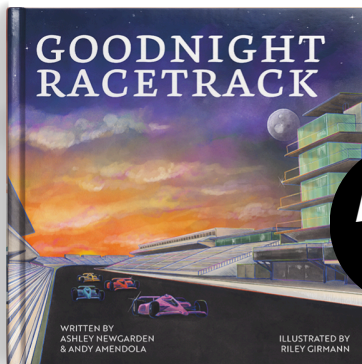


amazon

Must-Have Children's Books for Indy 500 Families

THE TRIBUTE TO THE TRACK

A rhyming bedtime book about IMS



Ages 0-5



Ages 5-10

THE DRIVER STORY

Biography of reigning Indy 500 champ Josef Newgarden

THE GIRL POWER BOOK

Finding your courage with fastest woman in Indy 500 history, Katherine Legge



Ages 3-8



Kids 0-8

THE INTRO BOOK

A colorful beginner's guide for young fans

BOOKS ARE ALSO AVAILABLE TRACKSIDE AT THE OFFICIAL IMS MERCHANDISE SHOPS THROUGHOUT THE MONTH OF MAY!

+

amazon



Featured Shops and Partners

Red Racer Books' titles are available throughout May at these supporting retail locations around Indianapolis:



Indianapolis Motor Speedway

Merchandise Shops

📍 4790 W 16th St, Indianapolis



IMS Museum Store

📍 4750 W 16th St, Indianapolis, IN 46222



Tomorrow Bookstore

📍 882 Massachusetts Ave, Indianapolis, IN 46204



The Children's Museum of Indianapolis

📍 3000 N Meridian St, Indianapolis, IN 46208



Indiana Historical Society

📍 450 W Ohio St, Indianapolis, IN 46202



B. Erin Designs

📍 1320 N Main St, Speedway, IN 46224



Speedway Artists Collective

📍 1614 N Lynhurst Dr, Speedway, IN 46224



Roman & Leo Boys Apparel + Accessories

📍 8800 North St, Suite 115, Fishers, IN 46038



Goodies and Giggles

📍 811 Massachusetts Ave, Indianapolis, IN 46204



Little Tulip Tree

📍 840 S Rangeline Rd, Carmel, IN 46032