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**FOR IMMEDIATE RELEASE**

**EzineArticles.com Announces Formation of *EzineArticles Racing***

Green Bay, WI, April 1, 2009 – With NASCAR’s Samsung 500 at Texas Motor Speedway only four days away, upstart dot-com company EzineArticles announced today the entry of its newly formed *EzineArticles Racing Team* into the 2009 racing line-up. Named for the company’s flagship website, the sudden appearance of the EzineArticles team comes as somewhat of a surprise to many racing insiders.

Christopher Knight, CEO, spoke recently to a handful of reporters about this unexpected and highly secretive leap into racing’s big league. “I’m sure that this move is going to shock a LOT of people. Even our own employees have been kept in the dark about our plans to sponsor a team. But we felt secrecy was necessary if we were going to truly capitalize on entering the racing world with a bang.”

At the wheel of car #404 is relative newcomer Vince Valance (a pseudonym) of Luxemburg, WI. Although well known in Midwest racing circuits, Valance is making his national racing debut on Sunday in Fort Worth, TX. According to Valance, “Mr. Knight felt it was important that we have a local driver who really understood the Midwestern mindset of the company. He even went so far as to secretly hire me into a temporary position so that I could better understand the inner-workings of EzineArticles.”

The team’s choice of car number 404, a reference to the Internet error code for “Page Not Found,” speaks volumes about EzineArticles’ tongue-in-cheek approach to sponsorship. “We’re a dot-com company,” says Knight, “it’s no secret that we’re geeks. We see a lot of potential for humor in the odd pairing of a company dedicated to ‘chair jockeys’ with the fast-paced and flashy world of auto racing.”

The big question is whether or not the EzineArticles team can carve a name for itself in the big money, big name world of auto racing. Knight obviously thinks they can. “I’m not one to throw cash at a losing proposition,” he says. “Internet marketing is all about driving traffic to your site. Making a big splash to an audience as big as pro auto racing is a great way to stand out from the crowd and bring people to our site. After that, it’s just money in the bank. Now if you’re asking if we’ll win races... well, that remains to be seen.”

For information, photos and video interviews, see the EzineArticles posting at <http://blog.ezinearticles.com/>

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Founded in 1996, EzineArticles of Green Bay, Wisconsin is an Internet marketing firm employing over 40 people. The company’s primary web presence is EzineArticles.com, an expert author community of over 140,000+ authors who share thousands of fresh quality articles every day that are made available for limited niche syndication by ezine publishers. The site acts as a matching service for ezine publishers who are seeking supplemental content for their next email newsletter and expert authors who want to share their expertise in exchange for exposure, credibility and qualified traffic referrals back to their website.